

CLIENT **TETHER**™

Breaking Barriers in Franchise Unit Growth:

Two Maids Cleaned House
with a 278% Lead
Conversion Increase with
ClientTether

“ ClientTether boosted our franchisee lead conversion rates across our entire system within the first 90 days of deployment ”

Katie Belling
Director of Marketing & Branding,
Two Maids



Client
Two Maids

Industry
Home Cleaning Franchise

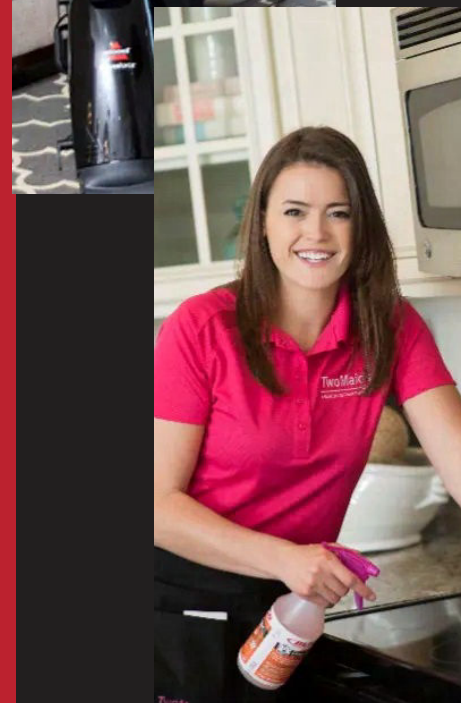
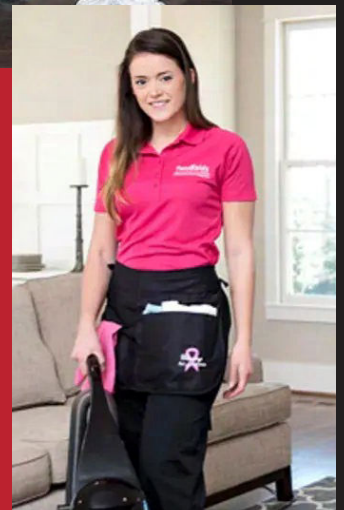
Summary

Two Maids, a distinguished name in the home cleaning industry, incorporates the fusion of exceptional customer service with quality. Renowned for their unique Pay for Performance program, they ensure customers receive a top-tier cleaning experience every time. Their dedication extends beyond just cleaning homes; they are also deeply involved in community service. Notably, through their partnership with "Cleaning for a Reason," they offer free services to those undergoing cancer treatment.

Two Maids serves over 500 customers daily across the country with experienced, professional, and caring teams. This commitment to excellence and compassion has not only won their clients' hearts but has also established them as a leader in the residential cleaning sector.

Despite their success and customer-focused approach, Two Maids faced significant challenges in scaling their franchise model while maintaining the high standards for which they are known. The primary challenges they needed to address were how to help their franchise units consistently improve ROI on their marketing, increase their lead conversions, and enhance their deal close rates by streamlining their quote follow up processes.

Recognizing these challenges, Two Maids turned to ClientTether, seeking a franchise focused solution with a track record of improving franchise system performance. This strategic move aimed to bolster unit-level performance while upholding the brand's promise of excellence and customer satisfaction. The result was fast and transformative. Not only did they deploy their solution to almost 90 locations within 90 days, but they also increased franchisee lead conversion rates by an astounding 278% within the same period of time.



The Challenge



Efficient Lead Management and Conversion:

In a highly competitive market, Two Maids needed to respond to and effectively manage leads rapidly. Their challenge lied in engaging potential customers in a manner and a timeframe that led to conversion. This involved developing omnichannel sales automation that could handle high volumes of inquiries without compromising the personalization of customer interactions..



Building and Sustaining Customer Loyalty:

In the service industry, customer loyalty is a significant driver of long-term success. Two Maids faced the challenge of engaging new customers, retaining them, and re-engaging and reactivating previous customers and leads. This required more than delivering quality cleaning services; it involved creating meaningful, ongoing client relationships at scale without requiring additional human effort..



Improving Close Rates:

In an industry with a high volume of new client inquiries and service estimates, it's common for operators to move on to the next quote without properly following up with previous ones. The Two Maids team was looking for a way to help franchise owners improve quote follow-up to improve close rates without imposing more burden on their staff..



Visibility into Franchisee Sales Performance:

As Two Maids expanded, managing franchise growth proactively was a significant challenge. With their previous tools, they had no visibility into lead conversion rates and limited visibility into close rates. Understanding where in the sales process their franchise owners struggled was critical for their field coaching team, and with their previous tools, they were left to guess how to help and coach them.

ClientTether's Solutions



Automated Lead Management and Personalized Engagement:

To efficiently manage and convert leads, ClientTether offers automated lead follow-up tools that can immediately respond to inquiries, schedule services, and nurture unresponsive potential customers. The platform's capability to send personalized text messages, emails, and automated phone calls ensures that each customer feels uniquely attended to, enhancing the likelihood of conversion. By automating these processes, ClientTether helps Two Maids reduce response time to seconds and increase engagement.



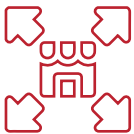
CRM Tools for Loyalty Building:

ClientTether's involvement was crucial in enhancing Two Maids' customer loyalty initiatives. The platform's CRM tools are designed to create personalized interactions, like custom-tailored thank-you messages, timely service reminders, and unique promotional offers, all based on the individual history of each customer. This approach helped to gain detailed analytics to understand customer references, allowing Two Maids to customize their services more effectively. This resulted in stronger relationships and improved customer retention..



Balanced Automation for Enhanced Customer Experience:

With ClientTether, Two Maids can balance automated tasks with personal customer interactions. The platform's features, which include automated scheduling and reminders, along with tailored communication templates, ensure efficiency without losing the personal touch that customers value. The automatic handling of routine tasks by ClientTether offers Two Maids to focus more on direct customer service and interaction..



Franchise Management and Expansion Support:

As Two Maids expands, ClientTether plays a vital role in supporting the growth and management of new franchises. The platform offers comprehensive tools for training franchisees, ensuring that they meet Two Maids' high operational standards and maintain the company culture. Additionally, ClientTether's advanced data analytics and reporting tools provide insights into market trends and customer preferences in different areas..

Implementation and Use Case



The deployment of ClientTether's platform enabled a swift and significant improvement in franchisee lead conversion rates, with a 278% increase within the first 90 days. This was a result of the platform's ability to provide immediate and personalized engagement with leads, enhancing unit-level performance across the entire system.

Benefits to Two Maids for Using ClientTether



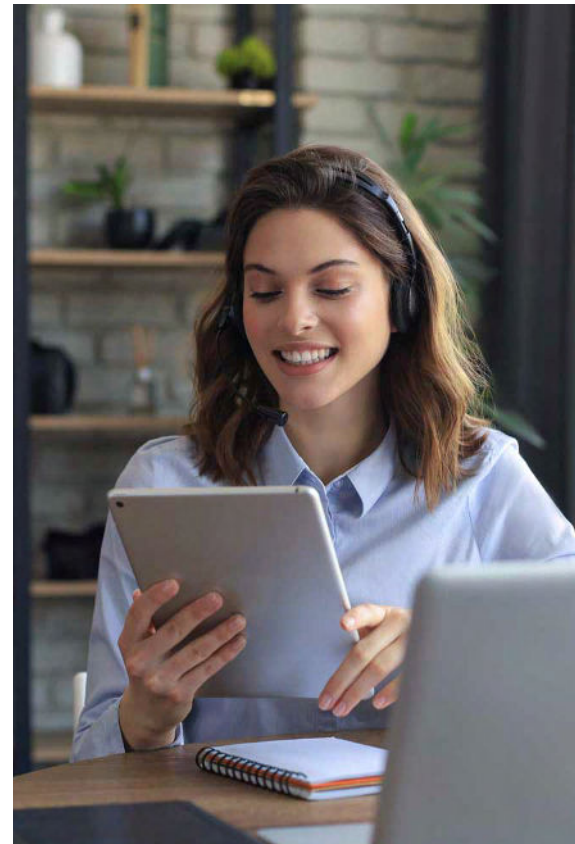
Significant Lead Conversion Increase
ClientTether boosted Two Maids' franchisee lead conversion rates by 278% within the first 90 days..



Enhanced Unit-Level Performance
The implementation of ClientTether has been a game changer in boosting the performance of individual franchise units..



Insightful Behavior Analysis
This understanding is crucial for coaching franchisees, maintaining consistent national service standards, and improving overall system performance



Benefits for the Franchise Industry

ClientTether offers an invaluable tool to overcome common operational challenges for businesses in the franchise industry.

Additionally, the system provides franchisors with critical insights into franchisee behavior, promoting consistent quality and service across various locations.



Why did Two Maids choose to Use ClientTether?

Two Maids' decision to use ClientTether was driven by the need to enhance their franchisee lead conversion rates. Two Maids understood that in the highly competitive home cleaning market, the speed and quality of response to leads are critical factors for success. ClientTether's promise of boosting lead conversion rates by a significant margin presented a compelling solution.

Moreover, the platform's ability to provide deep insights into franchisee behavior was another key motivator, offering Two Maids a way to understand better and optimize unit-level performance.

In the Customer's Words

Katie Belling's Review Summary

"ClientTether has been a game changer in boosting unit-level performance while providing insightful visibility."



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two maids

As one of the top low-cost franchises in the country and as a leading cleaning franchise, Two Maids consistently ranks on the Entrepreneur Franchise 500® for their outstanding performance in areas including unit growth, financial strength and stability, and brand power.

Learn more at twomaidscleaning.com.

Conclusion

Two Maids, already distinguished for their exceptional customer service and community involvement, faced challenges related to maintaining consistent quality across franchises, managing lead conversions, and retaining personalized communication during expansion.

The strategic implementation of ClientTether addressed these challenges head-on, resulting in a transformative increase in franchisee lead conversion rates by 278% within just 90 days. This leap in performance is attributed to ClientTether's ability to handle effective customer engagement and value over time.

Contact us

clienttether.com

