

Breaking Barriers in Franchise Unit Growth:

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



The Challenge

Two Maids, a thriving cleaning franchise, faced challenges in scaling their franchise model while maintaining high standards.



ClientTether's Impactful Solutions

ClientTether introduced automated lead management, customer loyalty building, and refined sales strategies. This fusion of automation and personalization set the stage for scalable growth.



Immediate Transformation

Within 90 days, ClientTether drove a staggering 278% increase in lead conversions across the franchise network, elevating unit-level performance significantly.

Conclusion

ClientTether's strategic integration not only overcame immediate challenges but also laid the foundation for sustained growth.

Read more reviews on [Software Advice](#).

In the Customer's Words

Katie Belling

Director of Marketing & Branding at Two Maids

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



Explore the power of franchise management software for streamlined operations:

Supercharge your franchise growth now! Schedule a free consultation to see firsthand how ClientTether drives instant success for your franchise by increasing sales while reducing your overhead. There's a reason we're the top-rated franchise CRM in the universe. Find out why for yourself!

Lead Follow-up

- **Automated SMS:** Improve lead response with immediate and ongoing, personalized texting.
- **Automated Email:** Triple response rates with emails and embedded videos, complementing texts and calls.
- **Automated Calling:** Increase answer rates by 40% with automated calls when coupled with texting.
- **AI Engagement:** Leverage AI for risk-free interaction and answering potential questions.
- **Omnichannel Nurturing:** Continue engagement with leads, even those who haven't responded.

Lead Reactivation

- **Automated SMS:** Enhance dead lead engagement with ongoing, personalized texting.
- **Automated Email:** Share engaging content through email, text, and AI chat nurturing.
- **Automated Calling:** Proactively reach out intermittently to unresponsive leads if resources permit.
- **AI Engagement:** Use AI tools to address unasked questions
- **Omnichannel Nurturing:** Effective programs for nurturing can increase sales by 50% at 33% less cost.

Customer Retention

- **Automated SMS:** Send team notifications, instructions, and reminders through automated SMS.
- **Automated Email:** Automate service reminders, invoicing, and other communications.
- **Automated Calling:** Click-to-dial or automate calls to ensure projects meet expectations.
- **AI Engagement:** Use AI tools to address clients' questions about services.
- **Omnichannel Nurturing:** Automate online review gathering after providing world-class service.
- **Mail/Media Delivery:** Utilize physical mail for enhanced customer satisfaction and long-lasting impact.

Data Visualization:

- **Powerful Record Filtering:** Segment, target, and re-engage audiences with simple but potent filtering tools.
- **Robust Pipeline Visibility:** Gain insights into active deals, aging, contact reminders, deal values, and more.
- **Quick Launch Dashboards:** Access powerful insights into lead flow, conversion rates, and channel performance in one user-friendly dashboard.