

Case Study

Transforming The Maids: A 300% Franchise Sales Leap with ClientTether's Automation



The Challenge



The Maids, a distinguished name in the residential cleaning services industry since 1979, faced challenges in growing their vast franchise network. Their previous CRM system, characterized by basic email drips, poor integrations, and manual outreach, hindered their ability to maximize lead conversions.

ClientTether's Impactful Solutions



Recognizing the need for a sophisticated, automated solution, The Maids turned to ClientTether. The implementation of ClientTether's advanced automation platform marked a transformative period, automating 70% of tasks previously done manually, significantly increasing conversion rates through SMS, email, and calls, achieving an astounding 300% growth in franchise sales within 14 months.

Immediate Transformation

ClientTether's tools streamlined the process of attracting and converting new franchisees. The platform's ability to manage and automate communications effectively meant that franchisors could focus on strategic growth, contributing to rapid and sustainable franchise expansion.

Conclusion



The Maids' experience with ClientTether is a compelling example of digital transformation and strategic franchise sales growth. This success story highlights the power of effective automation, seamless integrations, and comprehensive lead management.

In the Customer's Words

Ken Doty

Chief Development Officer at The Maids

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ClientTether grew our franchise sales by 300% in 14 months.

”



Ken Doty
Chief Development
Officer

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Explore the power of franchise management software for franchise development:

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!



Convert more leads

Use our complete lead response automation platform, to help your Zees text, call, email, and even send direct mail to each lead within seconds. Convert more digital marketing leads consistently across your entire franchise system.



Automate Scheduling, Quoting & More

Our integrated dashboards and pipelines empower you to effortlessly track your growth. Save money and time by consolidating tools and simplifying your franchise tech stack with a simple UI your Zees will actually use.



See Everything

Use our dynamic dashboards to dive deep into multi-unit performance and individual Zee lead conversion, sales progress, and close rate data. Your team will actually know where they need to focus effort to help each Zee grow.