

The Maids® + Dispatch

How Dispatch partnered with The Maids to **increase operational efficiency** and **improve franchisee and end customer experience**



Dispatch enabled The Maids to **engage its franchise owners, optimize and automate service operations, and provide a consistently excellent end customer experience.**

The Opportunity:

The Maids - the premier residential cleaning franchise in North America - wanted to further differentiate its best-in-class offering in a competitive market. With over 180 locations, The Maids was looking for a field service platform that could align corporate with franchise owners and make it easy for every location to deliver memorable customer experiences.

We were looking for **a differentiating customer experience** that would allow our customers to receive service notifications **the way they wanted to receive them.** Our second goal was to establish a superior delivery tool for our team members that provided real-time field access to their daily schedules, **driving higher engagement and productivity** - so we were looking for something to help bring those two items together. - Ken Doty

The Maids needed a partner who could:

- **Automate and integrate processes** at the franchisee and location-level
- **Provide a consistent and superior end customer experience** across every location
- Differentiate its business and **improve online review reputation**
- Utilize that differentiation to **attract and onboard new franchisees**

When you look at these types of solutions you look for the one that can differentiate you. **It's a technology I think eventually everyone will have,** and we wanted to be the first and the best.

- Ken Doty, Chief Development Officer at The Maids.

A Meaningful Impact on Critical Metrics:

2 hours Manual data entry saved per day

- 70% Reduced cancellations and lockouts

+ 1/2 ☆ Increased online review rating

+68% Increased online review volume

By implementing Dispatch

The Maids® + Dispatch

How Dispatch partnered with The Maids to **increase operational efficiency** and **improve franchisee and end customer experience**

The Dispatch Solution:

Integrating with Existing Systems

Implementing a new solution across multiple locations and existing enterprise systems can be a daunting task, but Dispatch made it simple for The Maids.

We wanted to make sure whatever we chose would integrate with our current technology stack. The **open platform and the integration capability** of Dispatch allowed that to happen.
- Ken Doty

Optimization and Automation

The Dispatch FSM allows users to automate manual processes such as assignment and scheduling, saving time and effort, replacing existing GPS tracking software.

We were able to go from a heavy paper operating process to **a no paper process** during the day. I believe Dispatch users would say it has absolutely contributed to improved labor efficiency. - Dan Kirwan, The Maids CEO

Simple, Transparent Scheduling

Scheduling hundreds of jobs a day is one of the key challenges of a growing franchise business. Dispatch took out the guesswork for The Maids.

It saves time with scheduling. If a customer calls wondering where the team is, it's easy to see. It made a huge difference **and took away a lot of headaches we used to have** with the last-minute scrambling with our schedule. - Melissa, Franchise Owner

Best-In-Class Customer Experience

Dispatch enables each location to send automated appointment notifications and every customer gets access to a customized web portal with GPS map tracking - no app necessary.

It's improved our ability to have a confident relationship with the customer; letting each customer feel like **they're in better control of their service**. - Dan Kirwan

The Maids® + Dispatch

How Dispatch partnered with The Maids to **increase operational efficiency** and **improve franchisee and end customer experience**

Customer Messaging

Customers are free to communicate with The Maids however they want - through email or SMS. Every message is delivered to The Maids and can be replied to right inside the Dispatch app.

Customers get to communicate with us **when and how they want**, knowing they are dealing with a progressive technology company. - Dan Kirwan

More Reviews, Better Ratings

Dispatch collects customer feedback for every job and encourages customers to extend their feedback to critical online review sites like Google.

It's one of the primary ways people buy a service these days. In the sales process they've already done their research - they already know what other clients have said about you - so **if you don't have a volume of quality reviews you won't even be considered.** - Dan Kirwan

The Results:

With Dispatch, The Maids was able to see a substantial impact on key KPIs across both operational efficiency as well as review quantity and volume.

2 hours

Manual data entry
saved per day

- 70%

Reduced cancellations
and lockouts

+ 1/2 ☆

Increased online
review rating

+68%

Increased online
review volume

Dispatch has been one of the best partnerships we've ever entered. They listened to our needs and worked with us from day one to build the product into something we think is almost an irreplaceable piece of our business now.

- Dan Kirwan, The Maids CEO