

# At Home

With The Maids® 

## The Maids Home Services Customer Newsletter

### Our Vision

To Create the Greatest Customer Experience in Housecleaning  
with the World's Greatest Employees

### The Economy

This time around, it seems the economy is affecting everyone in a different way. While we were steady through 2008, since November we have lost about 15% of our customer base. Interestingly, the cause is not attrition. It is lack of new sales. We are down over 60% from a normal year. We've had to adjust and here's what you may be seeing:

- Changing teams as we reduce teams (we've not had to lay anyone off!)
- Changing days to save drive time
- Changing times of arrival

From our APECS data on the back of this letter, we know all this is affecting you and we pledge to try harder.

### Our Quality

I guess the upside of the downside is that we have had a very stable workforce. We have concentrated on continued team leader training as we had another off-site for them in April. The team leaders have really taken on the challenge to set their own goals and take responsibility for them. We've opened their Nextel phones so they can communicate with you directly. We hope all this is giving you a better product. See our APECS article on the back!

### Join The Maids E-Mail List

Sign up for email from The Maids Home Services (our corporate office), known as **Maids Mail**. You will receive exclusive promotional offers, invitations to participate in sweep-stakes, priceless cleaning tips and useful cleaning advice from the experts in home cleaning.

Go to [www.maids.com/maidsmail](http://www.maids.com/maidsmail) to sign up today!

### Online Comment Cards

Some of you have requested it so now you can go to our website and click on "Contact Us" and then "Tell Us How We Did." That's it! We will take care of the rest, including the team bonuses.

### Tired of all the Doom and Gloom these Days?

The Samaritan Counseling Center has created a new social media website, [www.RecognizeGood.com](http://www.RecognizeGood.com) that will certainly brighten your day.

**RecognizeGood.com** is now the easiest way to thank a friend, a colleague, a volunteer, a donor, a family member or someone on the street for any act of kindness and unselfish charity. The site allows a user to automatically send an email to the honoree and, once accepted, the message is posted online to publicly recognize him or her for a recent good deed. At the RecognizeGood level, the easy process is FREE and provides a small donation through sponsorships to the Samaritan Center. Users can upgrade to a RecognizeGreat level and make a contribution to the Samaritan Center that will be shared with another local nonprofit. Sponsoring companies match the donation and the honoree chooses a partnering nonprofit organization of his or her choice to benefit.

### Have a Good Day!

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### Blogging, Social Media and So On

 facebook

Want to see some fun stuff? Login and look for "The Maids Home Services Austin"

 twitter

Want to see what we're doing?

Login and look for "maidsaustin"

We have entered the arena of social networking! We are modifying how we communicate with you, just like we modify our cleaning when new surfaces come along to clean, like stainless steel, wood floors, etc... Now, for those of you who prefer the ol' faithful telephone, rest assured, we have no intention of replacing it. Please call us, we love talking to human beings. For those of you who find it easier and more convenient to use the internet, we want to meet you there. Our contact page has emails that you can use to email us directly. Facebook will allow you to get to know us better. Our blog on our website allows us to give helpful cleaning tips in between our cleanings. Comments are welcome. Twitter will allow us to alert you to polls we conduct and special offers we have. We will be using these mediums for **referral gift certificate give aways** and would love to do some polling to find out how we can serve you better. Keeping on top of what you want allows us to give you the best cleaning experience ever.

"See" you on the web!

## Accelerated Performance by Exceeding Customer Expectations (APECS) Survey Results

This chart shows what you think of our company. In general terms, every customer gets an opportunity to respond to the telephone survey each year. I suspect some get called more often. Thank you for your time! While we think the overall numbers are good, we do have concern and are concentrating on those that have fallen below 90%. Some of the ratings are probably due to our adjustment (and your inconvenience) to the economy, but we do not accept that as an excuse. We will do a better job for you. This survey will be changed to something less intrusive for you in the near future. In the next letter we will share other findings from this survey.

### Organizational Attributes

Quarter	Q3 2008	Q4 2008	Q1 2009	Q2 2009
Total Responses	136	154	138	136
Easy to Do Business With (% Agree):	99%	97%	99%	99%
An Organization I Can Trust (% Agree):	99%	97%	100%	99%
Responsive to My Needs (% Agree):	93%	96%	98%	93%
Offers Good Value For The Money (% Agree):	94%	86%	93%	88%
Makes Me Feel Valued as Customer (% Agree):	93%	96%	99%	99%
Communicate Openly and Effectively (% Agree):	88%	90%	96%	88%
Set High Standard for Performance (% Agree):	94%	94%	98%	94%

## 2009 Spring Fling A Huge Success!

Each spring we honor our employees with a special party for them and their guest. This year some of our talented staff and leaders joined the mariachi band in a serenade for the party. Can you recognize Imelda, Maria Elena, Leticia, Erika, Mayela, Lucero and Maricela? We all had a marvelous time celebrating our past year, especially for achieving a 90 *overall* rating for our customer survey (APECS) score for the first time. We also had portraits in the gazebo, a steak dinner, favors and a DJ. No one wanted to go home!



**The Maids**  
Home Services

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[www.TheMaidsHomeServices.org](http://www.TheMaidsHomeServices.org)