

# At Home

With The Maids® 

The Maids Home Services Customer Newsletter

Winter 2009

## Merry Christmas and Happy Holidays to All And Go Texas!

### Our Vision

You may remember that our vision is to create the greatest customer experience in housecleaning with the world's greatest employees. Our emphasis for the past three years has been to provide our teams with improved "soft skills" training. One of our biggest goals is to improve the team's communications with you. In this regard, we have been emphasizing English. We are proud to announce that for the first time in our history, our team leaders are calling their customers themselves! We've also seen our team leader "attentiveness" scores increase. 😊

### Team Certifications

Last year, our corporate headquarters provided us with an excellent web-based training program. After each training module, the team member can be certified when they pass the test. Everyone here, including the editor, is a certified team member. Also, all of our assistants have been certified at the assistant level. Our team leaders at this time are certifying at the assistant and leader level. We believe this is also making a difference in your experience as we've seen our dusting scores improve and our damage-free rate increase.

### THANKS!

As you can see (see back page for November results), our customer surveys do make a difference. We

also know that they do take some time, more so than the previous comment cards, but less than the phone surveys. We really don't wish to inconvenience you in any way. If you can and wish to keep your teams motivated (and believe me, it works), please do as many as you can. However, if you are looking for what a minimum number would be, how about once a month? And always, if you need us to improve on anything, send it in. We take action on your concerns.

### Social Media

Thanks again for those who have helped with reviews on websites such as Yelp. We could still use some help on City Search if you wish. Also, we are on Twitter and Facebook and Sandy has her own blog on our website.

### The Economy

We know things are still tough out there for many of our customers and we regret this happens at this time of year when we should be joyous. Here, we have weathered the storm, if the storm doesn't get any worse, and we are thankful for all that God does for us and our employees.

*We all wish you true  
peace this Christmas  
and a wonderful 2010!*



*Sandy Sez....  
Here's Some  
Tips on Holiday  
Tips*

### Does My Team Expect a Tip?

No, we want to assure you that tipping is never to be expected, encouraged or solicited. Our teams are trained to understand this company policy.

### If I Wish to Tip, How Much is Appropriate?

If you wish to show your team your appreciation, please let your heart be your guide. Some customers leave home-baked items, personal gifts or money. If you call the office, we can put monetary gifts on your credit card if you wish.

### How do I get My Appreciation Gift to My Regular Team?

It is true that during the holidays, another team may clean your home. You can identify the gift for your regular team (even by person if you wish) and we assure you they will receive it. Please feel free to call the office. We will be pleased to help you any way we can.



*Happy Holidays*

*to each and every one of you!*

**The Maids is Preferred Provider for Clients of United<sup>(R)</sup>, Mayflower<sup>(R)</sup>**

Just announced... The Maids Home Services is the preferred cleaning service provider for both clients of Mayflower Transit, LLC and United Van Lines, LLC. The Maids Home Services offers move-in and move-out cleaning services to clients of both moving companies. The Maids helps those moving out walk away from their old house after the last box is loaded, or we thoroughly clean a home for new owners before the first box is moved in. When it comes to moving, The Maids has housecleaning covered – going and coming.



**Team Leader and Assistants' Training Day**

On December 5<sup>th</sup>, twenty-three of our team leaders and their assistants met for continuing personal and professional education. The topics, selected from our 2009 Strategic Plan, were customer focus, damage prevention and conflict management. Since we started this training in 2007, we have seen remarkable changes in our customer satisfaction grades as well as our teams just being happier. We hear these comments from you all the time. Sandy and Erika developed and led the training and that, in itself, is a tremendous story as well. We are proud of what our people do and we treated them to a nice meal at Baby Acapulco's. Rumor is that they had a great time!

**Please allow us to have your email address to help us be greener and more efficient. We will NEVER give your email address to any other company!**

Here is our customer survey data from November. It was an outstanding month for the teams and we thank you so very much for taking the time to let us know how we are doing. The surveys make the difference!

	Overall Sat	Likely to Rec.	Vac.	Dust.	Kitch.	Bath	Atten.	Thor.	On Time	# of Surveys
The Maids International	86.8	85.7	88.9	84.2	88.5	87.3	89.8	84.1	94.7	2,313
The Maids of Austin	96.9	94.3	96.6	95.2	98.1	96.9	97.1	96.9	95.2	168



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