

At Home

With The Maids® 

The Maids Home Services Customer Newsletter

Fall

Our Vision

Create the greatest customer experience in housecleaning with the world's greatest employees

Our Vision

As you can see above, we have put our passion, our dream into words. We started our strategic planning process over a year ago and have progressed to the point where we are ready to bring the plan to you and our employees.

Simply put, we want to do more than just clean your home well, although that is the most important thing we do. We want our employees to focus on pleasing you in all that we do. From the first time you see our cars, advertising or employees, we want you to know we are committed to excellence. The relationship and trust we build with you is so important to our success.

But to do that, we have to lift up and value all our employees. We have to treat them fairly, create a great working environment, and lift them up in training and self-improvement.

I am impressed with how the office staff has embraced this vision and is leaning forward to help our team members understand our focus. This is a continuous journey of excellence and we hope you can see the difference as we progress.

We really do want your experience with us to be the best in the world.

Employee Experience

The most recent things we have done to increase our employee experience is to improve our facilities. We now have a large screen TV in our break room that continuously shows pictures of our team's successes (Magic Moments, boy do we love those!), birthdays, anniversaries, anything that is positive

and uplifting. Our staff has reorganized our offices to make it more friendly and open and professional. We have our vision and experience expectations posted in the breakroom. We are now offering weekly English-speaking classes. Sandy and Erika are working with the team leaders to develop their leadership skills, allowing them to take more responsibility in developing their teams.

Meet Yolanda Martinez— New Dedicated Trainer

We are pleased to announce our newest staff addition, Yolanda Martinez who was the Team 8 leader. She will be in charge of all our new hire field training as well as assisting Sandy and Erika in quality assurance and field management. Yolanda is bilingual, very energetic and very focused. We are sure that within the next few months, you will be able to see a difference in quality.

We also want to thank Maria Elena Ruiz and Maria Dolores Lopez who also applied for the position. The decision was not an easy one as all three applicants were well qualified.



Sandy Sez...
“Does your
house smell
clean?”...con
tinued.



In our last letter, we talked a little bit about how your home smells after we clean. **The bottom line is that we don't want it to smell at all!** That may not seem to make sense, but it is what we want.

For instance, we still get requests to clean with old cleaning products such as **Pine Sol and bleach**. Many of us were brought up to think that the house was only clean if it smell to high heaven. Today, we know that those products have non-beneficial effects. Volatile Organic Compounds (VOCs) leave vapors in your home that can be harmful in the long run, especially in today's energy efficient home. We just don't live with the windows open any more, do we?

However, there is no smell with our Neutral Disinfectant and it far exceeds Clorox in disinfecting and cleaning. We use Neutral Disinfectant on all surfaces that we dust and also on all surfaces in the bathroom and kitchen.

An update on our musty smelling glass cleaner—we did find that the new glass cleaner solution was breaking down in hot conditions and smelling musty. We are in the process of upgrading our dispenser plus we replenish the glass cleaner more frequently.

As we like to say, “**No smell is a good smell!**” 😊

Exclusive E-Offers from The Maids

Our corporate headquarters has recently added a new feature to The Maids Website – Maids Mail! This is an opportunity for you to sign up for email from The Maids Home Services.

As a subscriber, you will receive:

- * Exclusive money-saving offers from The Maids Home Services.
- * Invitations to participate in future The Maids Home Services sweepstakes and promotions.
- * Opportunities to win valuable prizes like FREE housecleaning from The Maids.
- * Tricks of the trade that will enable you to clean better, faster and more efficiently (between visits from your friendly team of four).

It just takes a moment to subscribe! Go to www.maids.com and click the “SIGN UP FOR EMAIL” button. Fill out the form to receive relevant and unique information from the company that provides the healthiest, most thorough housecleaning in the industry.

Oh, and don't be concerned, **The Maids Home Services will never share your e-mail address** with anyone. We value your trust and confidence too much to do that!

New Referral Reward Program!

From our third party customer satisfaction survey, we know that 60% of you are “advocates” of our company. That is, you would wholeheartedly recommend us to your friends and co-workers. And you do! About one third of our new business comes from referrals. We thank you for your trust.

We would like to take this one step further to reward those of you who refer us. For every three regular customers you refer to us (new customer is considered a regular customer after their third cleaning), **we will give you a free cleaning!**

Again, we thank you for the confidence and faith you have in us!



Dr. Moithino Leads Teamwork Training for Leaders

On Saturday morning on October 4th, Dr. Elias Moithino from Southwest Texas Seminary in Fort Worth returned for his third training session with our team leaders. It was a lively, laugh-filled morning capped off with an excellent lunch buffet. The team leaders expressed that they learned a lot about helping their team members deal with conflict and how to motivate them. Dr. Moithino uses many activities to not only keep it fun but to give some practicality to the lecture. This was our third and last team leader training of the year. We started this effort to give our team leaders better tools and understanding in order for you, the customer, to have the best experience possible.

The Maids
Home Services

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