

At Home

With The Maids® 

The Maids Home Services Customer Newsletter

Great Housecleaning Escape: Enter The Maids® Online Sweepstakes for Free Cleaning & More

Spring cleaning will never make a list of anyone's favorite things. It's tedious, back-breaking and unkind to your manicure. The Maids Home Services eases the pain with the fourth annual *Nobody Outcleans The Maids* Instant Win Sweepstakes. Put your feet up, turn on your computer, and enter for a chance to win prizes ranging from free housecleaning to vacation packages, designer glass tableware and more.



The sweepstakes runs from March 1 through May 31, 2008, exclusively at www.maids.com. Daily instant-win prizes include one-time spring clean gift certificates from The Maids Home Services, magazine subscriptions, gift baskets, \$25 gift certificates for distinctive enameled fused glass from Peggy Karr Glass and \$20 online gift cards from Omaha Steaks.

With each game play, contestants are also eligible to win one of the sweepstakes prizes including a gift certificate for a year's worth of cleaning service from The Maids Home Services, a vacation package to one of the over 40 Southwest Airlines Vacations destinations, or a Peggy Karr Glass gift package valued at \$2,500.



What are you waiting for? To play, go to www.maids.com to complete and submit the registration form. Players will automatically receive one entry into the Sweepstakes and advance to play the Instant Win Game.

In the Instant Win Game, players will choose from four rooms – kitchen, bathroom, bedroom or living room. Once inside a room, players will see different items highlighted. After clicking on a highlighted item, a team member of The Maids appears to share information about The Maids' cleaning process. After the fourth item has been clicked, players will be notified if they are a potential instant winner. Players can come back every day to play! Sweepstakes winners are randomly selected at the end of the promotional period.

Be sure to tell your friends and family how they could also win free housecleaning and more by participating in the *Nobody Outcleans The Maids* Instant Win Sweepstakes.

What Does APECS Tell Us?

Probably all of you who have been gracious enough to talk to the surveyors from the MSR Group would like to know what we learn from these questions. We get ratings by the quarter and the year by team, by our franchise and by the entire system. Here are the primary areas:

- Thorough Cleaning
- Fast and Efficient
- Arrival as Promised
- Concern for Belongings
- Trustworthy
- Friendly and Courteous
- Appearance after Dusting
- Appearance after Vacuuming
- Bathroom Cleanliness
- Kitchen Cleanliness
- Clean Smelling Home
- Overall Score

APECS also measures how likely you are to enthusiastically recommend us, called the Net Advocacy Rating (NAR). This is calculated by measuring the advocates against those not happy with us. The "loyal" customers are not part of the measurement in this particular formula. Our current NAR rating is 47.8. For a comparison, world-class companies such as Dell and Southwest Airlines score above 50. For our system, the NAR is 25. However, we are not satisfied with our current ratings and we continue to work hard to improve our product and services.

Thanks for your help and input!

NO PURCHASE NECESSARY. IT WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 YEARS AND OLDER. VOID IN MB, NB, NL, PE, QC, SK AND WHERE PROHIBITED. Promotion starts 3/1/08 and ends 5/31/08. For Official Rules, prize descriptions and odds disclosure, visit www.maids.com. If you would like your name removed from Sponsor's mailing list call 1-800-THE-MAIDS and your name will be removed within 60 days of the request. Sponsor: The Maids International, Inc., 4820 Dodge Street, Omaha, NE 68132, U.S.A.

Keep Springtime Sniffles at Bay

If you suffer from springtime allergies or asthma, your cleaning team at The Maids Home Services has the following tips to help you keep your warm weather sniffing to a minimum.

- Thoroughly clean places where molds flourish, like drain pans under your refrigerator, old flowerpots and shower curtains.
- Encase your mattresses and pillows in allergy-proof covers to keep dust and dust mites away.
- Clean and service air conditioning units to remove pollen and other allergens trapped within.
- Always wash bedding every one to two weeks in hot water (at least 130° F) to kill dust mites.
- Restrict your pets' movement to as few rooms as possible. Frequently damp-wipe any feeding areas and launder their bedding often.

And the number one way to keep allergy and asthma symptoms away... regular dusting and cleaning! As you know, The Maids Home Services' Healthy Touch® deep cleaning system was created to lower the incidence of allergy and asthma flair-ups. To schedule an extra deep "Spring Clean" or a special project, give us a call today!

Team Leader Training

During our strategic planning session in November, we decided to spend extra time and money to give our team leaders the type and quality of training they need to meet your expectations and to improve potential. We set three areas of training to be conducted every four months during the year. The three areas are personal growth and accountability, customer focus and teamwork.



Our first half-day training session was led by Dr. Elias Moitinho, Asst Professor of Psychology & Counseling at Southwestern Baptist Theological Seminary in Fort Worth. Dr. Moitinho is from Brazil and worked his way through seminary as a janitor so he understands the type of work we do and the challenges our team leaders face.

Dr. Moitinho presented many learning activities such as learning how to delegate. He gave one team leader eight balloons to keep in the air. Obviously, she couldn't do it and through the group learning experience, they found they could keep all eight in the air if they delegated the "duties." He also presented learning activities for leading and encouragement, goal setting, communications and morale/team building. The team leaders really enjoyed the day and recommended that we extend this training to everyone in the company, which we will do on June 7th. On that day, the team leaders will receive their second



phase of training.

We hope you will see the fruits of their efforts, not only in customer service but also in a more consistent, high quality clean.

We appreciate your feedback via phone calls and the customer comment cards. They do help us pinpoint our trends and concentrate our training efforts.

The Maids
Home Services

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