

# At Home

With The Maids® 

The Maids Home Services Customer Newsletter

Summer 2005

## Charities Selected

You may remember that six months ago, we asked you for your favorite charity as we dedicated to move \$3000 from our advertising budget to deserving charities. After your input and our own deliberations, we have selected the following charities: Easter Seals-Central Texas ([www.centrltx.easterseals.com](http://www.centrltx.easterseals.com)), Mobile Loaves and Fishes ([www.mobileloavesandfishes.org](http://www.mobileloavesandfishes.org)) and Austin Recovery ([www.austinrecovery.org](http://www.austinrecovery.org)). Each charity will be receiving \$1000 over the next four months. We are happy to do this and grateful for the improved business this year. Thank you for your patronage!

## Award

At our annual The Maids meeting in Omaha in May, we were honored and humbled to receive the Big Brother and Big Sister award for 2004. This award honors those franchisees that have been helpful to the other franchisees in the system. This honor comes from our peers so, as I said, we were very honored. Pictured with us is Dan Bishop, founder and president of The Maids International.



## Another Honor

One of our customers also honored us by submitting us for the Ethics in Business Award for Central Texas (see panel on back if you would like to help). You can learn more about this interesting program at their web site, [www.austinethics.org](http://www.austinethics.org). We have been selected as one of the five semi-finalists in the business category and are about to complete our interviewing process. Our thanks to those of you who volunteered for an interview and to complete an online web survey. We are thankful that our customers believe in us enough to submit us for this award and most especially thankful for the employees that really make this happen on a daily basis.

## Food Drive Results

Thanks again to your generosity, we delivered approximately 1000 pounds of food items to the Salvation Army pantry downtown.

## New Referral Program

Currently, we offer \$100 of window/carpet/upholstery cleaning for referrals that become regular customers (after the third cleaning). Your referrals bring us over one-third of our new business and we cannot thank you enough for that, believe me. However, we would like to try. For the next three months, we will make this a \$100 cash offer. We know that you don't refer friends to us just to make money, but we do want to show you our appreciation.

419-0021

## Sandy Sez....



Shoe Covers: Many of you know that part of our Healthy Cleaning system is that we wear shoe covers in the home to keep from tracking dirt, dust and pollutants into your home from the outside. Initially, we wore the disposable kind like they wear in hospitals. A good idea but for some reason, it did not work for us. Our workers comp claims for slips and falls skyrocketed with one of our employees requiring knee surgery and missing work for a year. To fix this, we try covers of many kinds. None worked well enough for the safety of our employees. Our safety advisor from our staffing company recommended Shoes for Crews who back up their product with a \$5000 guarantee to pay for the accident if it is caused by a slip while wearing their shoes.

We selected the slip-on shoe covers so we could maintain our Healthy Touch system. That is, we only wear them in the house and we clean and disinfect them.

I've heard some comments from customers that they are afraid the black covers will mark up their floor or bathroom. I can guarantee you that they will not harm your house in any way while keeping us safer. Thank you for your understanding.

## Thank You for Your Support

During last spring, some of you may have received a phone call from an independent research firm asking you to participate in a survey about The Maids Home Services. The purpose of this survey was to determine your cleaning priorities and your perception of The Maids Home Services.

What did we find out? It was confirmed you demand a quality clean that meets your high standards. We also learned how much you value and appreciate our dependability and reliability; the fact we are on time; and that our courteous and friendly team members work quickly and efficiently.

You also confirmed how clean your home looks is the most important attribute to why you continue to use our service. This may seem obvious, but it does stress the importance that we must consistently, on every visit, perform our basic 22-Step Healthy Touch Deep Cleaning System at the highest possible level. We also learned how much you like that we provide well-trained teams and that we are willing to tailor the service to meet your needs when necessary, not to mention we provide a 100% satisfaction guarantee.

We take continuous improvement seriously and we appreciate your input on how we can provide an even better service. Thank you again.

### To our Valued Customers:

The Maids Home Services in Austin is honored to have been named a semi-finalist in the 2005 Ethics in Business awards for Central Texas. As part of the data collection process to determine this year's winner the research team from St. Edward's University would like to invite you to participate in a customer survey. The survey is very brief and should only take you 5-10 minutes to complete online. Your responses will be collected anonymously by the online survey tool and the survey results will be seen only by the St. Edward's University research team. If you are willing to participate, please go to this web site and follow the simple instructions to complete this brief survey:

<http://www.zoomerang.com/survey.zgi?p=WEB224EEDCDAQ4>

Thank you for taking time to participate in this survey.

### Meet Team 1

From left to right: Maura Santiago, Olga Delgado, Otilia Sierra (Assistant) and Juana Garcia (Leader).

Juana has been with us for over 5 years and has 1 girl and 2 boys (Cintia, Reynaldo and Ismael). She is very happy with her family and enjoys spending all her time with them. Otilia is not married and, as you might imagine, enjoys going out dancing. She also enjoys spending time with her family. She and her sister, Reyna, have been with us almost 5 years. Olga has been here for over a year. She enjoys working here and cooking for and spending time with her family. She also has 1 girl and 2 boys (Amelia, Armando and Francisco). Maura is the junior member of the team with 4 months of experience so far. She also is single and enjoys going to church on the weekends and going out shopping (I could have guessed that one, too!). She also enjoys spending time with her family. Team 1 is a fun-loving, terrific cleaning team. **Over the last 4 months, they earned \$352 in Excellent Bonuses from your comments cards. THANK YOU so much for providing this valuable and positive feedback.**



**The Maids**  
Home Services

900 Old Koenig Lane Ste 128  
Austin TX 78756

[www.TheMaidsServingAustin.com](http://www.TheMaidsServingAustin.com)