

# At Home

With The Maids® 

## The Maids Home Services Customer Newsletter

### And the Survey Says

Our new customer satisfaction measurement program is APECS. So, what is APECS? It is a unique program that monitors, measures and reports our ongoing service delivery processes through measuring customer satisfaction and advocacy at the team level. Provided by The MSR Group, an independent third party market research firm, the APECS™ program is carried out through customer phone interviews and results are delivered via MSR's interactive Performance Monitor™ Web site. About 120 of our customers have participated in the survey over the last 4 months. We thank you for your honest feedback.

**If you do not wish to be called, just let us know and we will remove your number from their database. No customer information is shared or sold to anyone else.**

The ratings are broken down into cleanliness of bathrooms, kitchen, dusting and vacuuming as well as attitude, arrival as promised, concern for belongings, trustworthiness and thorough cleanings, efficiency, clean smell of the house and courtesy.

So how are we doing? Based on the results of our 10 pilot program franchises, we have an 85.2 rating versus the national average of 81.7. However, some of the trends we saw developing contributed to our

decision to increase wages.

As mentioned, this data goes down to the team level so we can focus our training efforts where it is most needed.

At this time, this program will not replace our customer comment cards. It is just another tool we can use to keep improving our product.

Again, we thank you for taking the time to participate in the survey.

### Price Increase

As mentioned above along with increased employee turnover and decreasing number of applicants, we had to increase our employee's wages significantly. If you have not already received a notice letter and phone call, you will within the next few months. The overall price increase will be about 3%. Price increases are the last thing we want to do, but the trends were there. Based on our informal surveys with other cleaning services, our new prices are still very competitive considering the level of service and quality we provide. **Thank you for your patronage and loyalty.**

### Combined Editions

Due to the above, this will be a combined summer/fall newsletter.

### Sandy Sez...



### Damage

First, I want to assure you that we always take responsibility for our actions. If there is any doubt, the tie goes to the customer. Second, from day one in training we teach our team members how important your home and possessions are to you and how to clean efficiently and safely. We have weekly team leader meetings where each damage incident is covered in detail.

That said, accidents do happen. We perform over 1000 actions on each cleaning. We track each incident and our records show that we have some type of damage on less than 1% of our cleanings with yearly improvement. Zero is our goal.

In our APECS surveys, the only area we are below national average is in concern for your belongings. Obviously, we are rededicating our efforts on this area.

When damage occurs we have many local artisans and craftsmen that do outstanding repair work. Plus we have comprehensive insurance with Hartford. **We are not happy when damage happens but with your cooperation, we promise we will do our best to resolve it to your satisfaction**

**The Maids**  
Home Services

Nobody Outcleans The Maids®

Call us today to find out about  
The Maids additional home services!

419-0021

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

## We Will Be Moving Soon!

After many years of looking for the right property, we have found it. In September, we will be moving our operations to 8514 Cameron Road (about 1 mile north of 183). This move will improve our parking dramatically. It is also closer to most of our employees, making their commute easier. It is also more convenient to the freeway system, improving our driving time.

We are hoping the move will be smooth, but phones are our lifeblood and may not be on immediately. So here are two cell phone numbers in case our lines are down and you need to talk to us. Cindy and Linda (operations) will be on 845-3949 and Sandy (QA) will be on 845-3948.

## Food Drive

Another successful food drive is "in the bag" as they say. We estimated another 1000 pounds of groceries were delivered to the Salvation Army kitchen downtown. We appreciate being able to help with this project. Our fall Capital Area Food Bank drive will take place in October. Again, thank you for your generosity and allowing us to be a part of this valuable program.

## Helpful Reminders...

- **Cancellations:** Please call our office at least 48 hours in advance for cancellations.
- **Don't forget to leave the key!** If we do not have a copy of your key here at the office, don't forget to allow our team members access to your home. If we get "locked out" of your home on your scheduled cleaning day, you will be charged a \$35 lockout fee to cover labor costs. Please call Cindy or Linda if you would like to give us a key to your home.
- **Payment:** If paying by personal check, please remember to leave payment on the kitchen table on the day of your cleaning. Our returned check fee is \$25. If you would rather pay using a credit card, Cindy or Linda can arrange it for you.

## Meet Erika

Erika Lopez is our Lead Trainer and Assistant Quality Assurance Manager. She has been with us for 5 years now. She started out as a team leader and quickly was promoted to help Sandy with training. Currently Erika teaches dedicated training to our new employees. For the first five days, they are trained in training homes separately from the



regular teams. Then they join the teams to finish their training. She is doing a great job ensuring our new people receive the best training possible. Erika has been married to Efrain for over 8 years and they have two sons, Junior (8) and Erik (4). They moved into their first home last year. They enjoy going to the park, river or watching rented movies at home. Right now, their priority is to raise their children healthily and to have quality family time.

**The Maids**  
Home Services

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