

At Home

With The Maids® 

The Maids Home Services Customer Newsletter

Headline Updates

Food Drive Successful: Thanks as usual to your great support; we collected over 1000 pounds of food stuffs for the Capital Area Food Bank. To save gas, we delivered the food to Randall's who have designated barrels for food donations. This drive should provide over 1200 meals for the needy.

Vacation Time is Here: We hope you have a safe and fun summer season. Please let us know when you will be gone so we can open up your time slot for other customers. This is a great benefit to our employees who like to keep their hours as high as possible.

And the Customer Survey Says: We are grateful for your support of our third-party customer satisfaction survey. Our first quarter customer advocacy marks were very good and our overall ratings continued to improve. We have identified several areas that need attention and Sandy and Erika are working on them with the teams. So far, our customer comment averages are tracking with the survey results. While we are not resting on our laurels, we were proud to be third among The Maids nationally.



Conflict Resolution Training: As part of our continuing efforts to make our company a better place to work, we provided all our team members a course in conflict resolution. Blanca Herrera (on the right above talking to Eva Herrera (no relation) and Mirian Perez) conducted the training. Blanca, our chaplain, provided this training as part of our Employee Assistance Program called Marketplace Chaplains USA. Blanca is from Guatemala and is a trained social worker as well as a chaplain. She is available to all our employees 24/7 and visits once a week to stay acquainted and be available for face-to-face meetings. She provides assistance and advice on such things as medical resources, food, and housing. People stand in line to see her on her visit days. The training was very successful with active involvement from all the team members. We are so blessed to have her.

Our Strategic Planning for 2007 and Beyond

On May 12, we entered into a new phase of our company—deliberate strategic planning. The past two years have been very successful for us but they have also created new management needs to ensure the quality of our service. Sandy cannot be everywhere, all the time, although she could pass as a master illusionist sometimes!

We spent an entire day with Harlan Oelklaus of Entrepreneurial Systems (who is also a long-term customer of ours). He led us in developing our “gratitude” list (which led to our core values—see back page), and our strengths, weaknesses, opportunities and threats. It was very enlightening to get the time to focus on our future together. We looked at our management structure and challenges that would prevent us from continuing to increase the value and quality of our product.

One of our areas that needed improving was attracting, hiring and training new employees. As you can imagine, cleaning homes is hard work and not everyone can do it. As Austin's economy continues to improve, employees become harder to find. Therefore, we decided to spend time and resources on fixing this problem.

We also agreed that our staff was being spread too thin and this was hurting our ability to take care of you.

We agreed that we need to add a full-time HR person to our staff to handle our selection, hiring, payroll, compliance and initial training process. Next and more (continued on next page)

immediately, we decided to move Erika from dedicated training to field leader with Sandy, giving us two dedicated field leaders. Leticia will move up from team leader to dedicated trainer. This move will give you better support and our teams better training. We believe this will be a great benefit to everyone.

Lastly, we agreed that our “busyness” was taking our focus away from the main thing—taking care of our customers. You are the most important people in our company, and we emphasize this to our teams continually. However, we were not walking the talk. That is the reason we hired Harlan—to get us on a plan and to keep our focus there.



From left to right: John and Elaine Gibbs, Cindy Martinez, Erika Lopez, Sandy Robinson, Jeremy Bell, Harlan Oelklaus (he’s the tall one!). Linda Cortez was not able to join us—some minor thing like a 25th anniversary.

Your Assistance, Please...

- **Vacations:** Please call to let us know if you will be out of town this summer. This will allow us to plan ahead and keep our teams fully scheduled. Thanks.
- **Late Payments:** We continue to see our receivables rise. We ask for your help in keeping our overhead costs down. If you cannot leave a check for us, then perhaps you can give us a credit card to use in these situations. We would only use the credit card whenever a check is not available. We have excellent credit card security. Please call Cindy or Linda to set up this payment method.

WHAT WE BELIEVE

(OUR CORE VALUES)

*Note: Please know that our external focus is to provide you with the best service available. These are our **internal values.***

WE ARE A COMPANY THAT ENJOYS WORKING TOGETHER

WE ARE HARD WORKING, FRIENDLY AND WILLING TO HELP EACH OTHER

WE ARE HONEST

WE RESPECT AND APPRECIATE EACH OTHER

WE ARE DEPENDABLE

WE ARE FAMILY

WE HAVE OPPORTUNITIES TO GROW

WE FORGIVE

WE HAVE FUN

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