

Super Maids Increases Recurring Customer Rate by 41% Using the Receptionists Outbound Call Service



Customer objectives

Super Maids hired the Receptionist to conduct post cleaning follow-up calls to all current and new cleaning customers.

About Super Maids

Super Maids is one of the largest independently-owned residential cleaning companies in the U.S. Well known for its motto of providing superior house cleaning service for families across the northeast U.S.

The Challenges

1. At the time Super Maids was still a small business so adding another employee to place calls was not an option. However, the company needed to add manpower to its customer support team in order to consistently follow-up with its customer base.
2. Super Maids recurring rate was less than 28% and the company needed to determine why.

The Solution

Super Maids engaged the Receptionists to place outbound calls to both current and new customers the evening of their cleaning and two weeks post clean. Our goal was to solicit candid feedback that Super Maids could use to improve their service offering and encourage repeat business.

The Results

the Receptionists friendly receptionists were able to identify a quality problem which prevented many first time customers from rebooking. After providing Super Maids with our findings they promptly corrected all concerns. Second, the Receptionists was able to discover that most customers simply forgot about Super Maids in the weeks after their initial service and booked service with a new company. The company was doing a poor job keeping in touch with new customers. Now with the Receptionists following up, we made it easy to book another cleaning or to sign up for recurring service.



“the Receptionists friendly staff make following up with our customers a breeze! Each day we upload a list of customers to call and the following day the calls notes and new appointments start rolling in. Our customers don’t know the difference & we get the benefits of increased sales. the Receptionists is our best retention tool!”



Jenny Mann
Operations Manager
Super Maids

Discover how the Receptionists can help your business grow and meet customer needs at theReceptionists.com