

Cal/Amp®



CASE STUDY



Fleet Intelligence Empowers Molly Maid to Improve Service and Customer Satisfaction

Real-time fleet tracking visibility helps nation's leading residential cleaning service ensure on-time arrivals and better customer retention

calamp.com

Client

Molly Maid

Challenge

- Improving cleaning service fleet visibility, efficiency, and customer service

Solution

- CalAmp Application
- CalAmp Telematics Cloud (CTC) platform as a service

Results

- Nimble fleet scheduling and routing
- Greater visibility into fleet location, arrival, and departure information
- Improved on-time arrival performance
- Increased customer satisfaction
- Better customer retention



Molly Maid, a Neighborly® company, has been providing cleaning services to time-crunched American homeowners since 1984. Since then, the company has expanded from one town to over 450 franchises and established itself as the nation's leading residential cleaning service. Overall, Molly Maid's individually owned and operated businesses performed 1.7 million service visits last year, and 90 percent were repeat customers.

Challenge

Improving Customer Retention in a Competitive Market

The residential cleaning business is highly competitive. With minimal startup costs and negligible customer switching costs, the barrier to entry is relatively low for new companies.

For established companies like Molly Maid, success is often determined by their ability to combat new entrants and minimize customer attrition.

The key to minimizing customer attrition: Maintaining a high level of customer satisfaction. And at the heart of creating a happy customer is providing a consistently great level of service. In fact, the average cleaning company loses up to 55% of its total customer base every year due to poor service quality or simple non-performance.

In Molly Maid's case, one Texas-area franchise was losing anywhere from two to four customers per week as a result of missed or late appointments, which is a crucial part of the customer experience.

What's worse, the impact of a single missed or late appointment isn't always confined to that particular job; it often has a snowball effect that can cause downstream scheduling delays for an entire day.

An opportunity emerged for Molly Maid to address this challenge and improve their overall customer satisfaction. To do this, Molly Maid needed a fleet management solution that could empower franchises nationwide to monitor vehicle locations, track arrivals and departures, assign and adapt routes, and seamlessly integrate with their proprietary scheduling tool.

Solution

Advanced CalAmp Telematics

Molly Maid turned to the CalAmp Application to help franchise owners improve visibility and efficiency by visualizing and better managing their mobile workforce.

Beyond visualizing its fleet in the CalAmp Application, Molly Maid also chose to consume telematics data via API, by integrating the CalAmp Cloud Telematics Cloud (CTC) platform with Molly Maid's proprietary scheduling tool. Thanks to this integration, CalAmp is delivering enhanced data insights and enabling franchises to better plan, adapt, and communicate with customers. The result is a more nimble and proactive Molly Maid workforce.

Result

Better Customer Satisfaction and Retention

Before the CalAmp Application, office managers were often in the dark in terms of knowing the location of their teams' vehicles, which made it difficult to anticipate delays or missed appointments. Now, with visibility into the real-time location of cleaning vehicles and their arrival and departure times, office managers can more easily identify potential delays and notify impacted customers accordingly. They can even use the CalAmp Application to determine the most efficient route to a client's location to increase on-time arrivals.

"The system works well. It allows us to provide on-time arrivals for customers with schedules that are the most efficient for our teams. Plus, we're able to adapt our routes as needed throughout the day," said Tony Kirby, Owner of Molly Maid of Central and NE Houston.

With improved coordination and communication, Molly Maid is delivering a more transparent customer experience, one that helps minimize the impact of schedule delays. The result has been happier customers and lower attrition rates. In total, more than 500 vehicles across dozens of Molly Maid franchises are currently equipped with CalAmp fleet management technology.

Promoting Safety During the Pandemic

Throughout the pandemic, many of Molly Maid's franchises also used CalAmp's fleet tracking technology and location-based data to promote social distancing and help protect their employees and clients.

"With CalAmp's fleet tracking software, our franchise owners are able to quickly answer questions concerning the location and timeliness of their mobile workforce. Having this information has been particularly important during the pandemic," said Vera Peterson, president of Molly Maid.

"Our franchise locations are able to make sure homeowners have the opportunity to safely distance themselves from the home service professionals," said Peterson. "Utilizing CalAmp's software has helped franchise locations improve customer service and protect their bottom line during a very difficult time."



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— Vera Peterson, President, Molly Maid

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