



+ MERRY MAIDS



CASE STUDY

With 32 years experience as a Merry Maids franchise owner, Jason Skillingberg knows the value of keeping his customers happy. He has deployed a number of different programs to collect feedback and ensure his customers are receiving a top-notch experience with his franchises.

While Skillingberg's franchises were doing an excellent job collecting feedback through email surveys, one area that could use some improvement was securing public-facing reviews on sites like Google and Facebook. So when someone from Podium showed him how easy it would be for his business to send review invitations and for his customers to leave a review, he decided to give it a try.

"Podium had so much potential for success because the program guided our customers through the process of leaving a review, making it much simpler," related Skillingberg. "It appeared to be the best online review management tool. Much better than any tool I have seen so far."

UP AND RUNNING IN NO TIME

After a quick call to set up the account and train Skillingberg on the ins and outs of Podium, his franchises

hit the ground running. Over the years Skillingberg has built trust with his employees, so they know when he brings in a new program, it has been vetted and will help improve the business.

Podium is just one piece of the puzzle Skillingberg has put in place to monitor and manage the customer experience at his Merry Maids franchises. When a customer responds positively about the service to a customer satisfaction survey or another request for information, a member of the administrative staff initiates an invitation to review the business.

"Deciding whether to extend an invite or not differs from customer to customer," said Skillingberg. "We have a number of methods in place to collect feedback from our customers, so the purpose of Podium is to convert positive feedback we have already received into online reviews."

MERRY MAIDS FORT COLLINS & BOULDER:

Industry: Home Services

Website: www.merrymaids.com

Active Locations: 2



Total Reviews Since Joining

38



% Increase in Reviews

72%



Invitation Click-through Rate

38%



Average Star Rating

4.3

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– Jason Skillingberg, Merry Maids Franchise Owner



IMPROVED ONLINE REPUTATION

The biggest benefit for the business has been an increase in the number of online reviews and a boost to its online reputation. Since implementing Podium approximately 3 months ago, Skillingberg’s two Merry Maids franchises have collected 38 new online reviews and boast an average overall star rating of 4.3.

While it’s still early in the implementation, Skillingberg anticipates those numbers will only continue to rise. This will, in turn, improve the business’ local SEO standing, further increasing visibility with potential customers searching for cleaning services online.

CENTRALIZED REVIEW MANAGEMENT

The Dashboard has been the most valuable feature to Skillingberg and his team. Having the ability to see all of his franchises’ reviews in a single location has been very beneficial. Additionally, the invitation tracker has been helpful in prodding the business’ administrative staff to send out invites, ensuring they hit their monthly target for invitations sent and reviews received.

“We are a goal oriented business,” stated Skillingberg, “so setting a goal of how many requests we are going to send to get started every month and

breaking that down by the week while expressing the importance of online reviews to our administrative staff has helped us be successful.”

BUILDING FOR THE FUTURE

Even though his business is in the early stages of its Podium implementation, Skillingberg likes what he’s seen so far and anticipates continued success.

“We’re fairly new to the program,” concluded Skillingberg, “but we’ve had success collecting reviews from our customers, and I assume we’ll be able to build on that success going forward.”

HOW PODIUM CAPTURES CUSTOMER FEEDBACK

Request a demo to see how Podium’s cloud-based solution can help your business use text messages to collect customer feedback from your happiest customers. Podium’s efficient, mobile process can help your business collect 15x more reviews than traditional platforms, which in turn will improve local SEO and ultimately boost revenues.