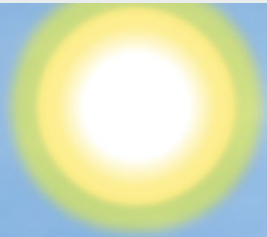




KEY PERFORMANCE INDICATORS

To Drive Profits & Success In The Home Cleaning Industry





**Clean
More
Homes**

Success Lies Beneath

We do these things to clean homes

**Make
More
Profit**

We do these things to make profit



What Numbers Signify Success

It can be easy to get overwhelmed by “The Numbers”. But by focussing on Key Performance Indicators or KPIs you can keep a pulse on your business without being overwhelmed. These KPIs all work together to give you a bird’s eye view of where your business is now, and forecast where it is going.

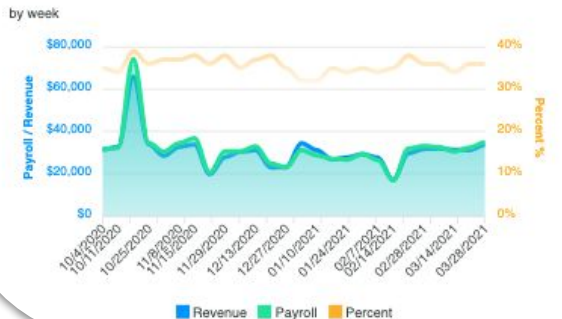




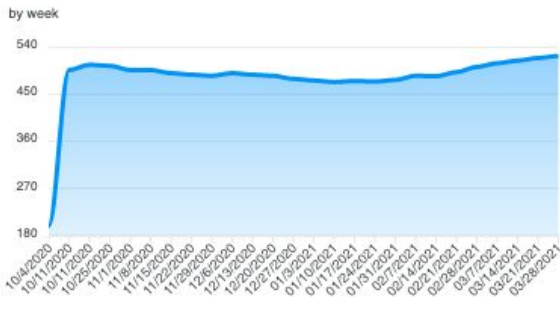
Payroll Stats by week

[Charts](#) [Data](#)

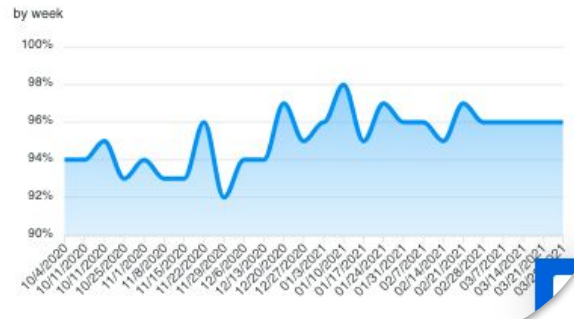
Revenue vs Payroll



Recurring Customers



Scorecard Average Rating



Client Churn

01

This KPI is critical in predicting your current and future success.

Implications:

Low client churn helps increase the lifetime value of your clients. You should do everything in your power to reduce churn. Measuring client satisfaction and delivering on promises are critical.

Quick Formula $100/\text{churn} = \text{average months you service a client}$

$100/1.97 = 50.8 \text{ months}$



Spotlight Dashboard

Service Company	Previous Quarter		Current Quarter
	Actual	Goal	Week Projected
Better Life Maids STL			
Revenue	\$226,658.66	\$350,000.00	\$31,520.46
Efficiency Factor	78.66 %	70.00 %	74.85 %
Rev/Job Hr	\$48.51	\$50.00	\$53.52
Recurring Service Sets	614	20	652
Scorecard	96	95	93
Rev/Job	\$166.29	\$155.00	\$164.17
Customer Attrition	1.97 %	5.00 %	5.25 %



Revenue/Job

02

This KPI is important to keep track of as it helps you predict the value of each client, and help you forecast revenue goals.

Implications:

Higher revenue per job trends predict better returns on each labor hour you have available and also helps predict the lifetime value of your clients. This number needs to track to Rev/Job hour for it to create the most value in your business.

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Jobs Per Week

03

Client counts are great, and you can see we have that here. But how many jobs you are doing is even more important.

Implications:

You can grow jobs by adding more customers or increasing the amount of cleaning existing customers receive. Knowing this number helps you plan staffing as well. For most 8-9 J/W will need 1 additional employee.

Formula: $J/W * 52/12 = \text{Jobs/month}$

Jobs/Month / Recurring Customers = Cleans Per Month

$(222 * 52) / 12 = 962$ jobs per month

$962 / 551 = 1.75$ cleanings per month

Life Maids STL					Total			
B	M&T	TOT	J/W	W +/-	W	B	M&T	TOT
225	287	548	219	0	36	225	287	548
225	287	549	220	1	37	225	287	549
225	287	549	220	0	37	225	287	549
225	288	550	221	0.25	37	225	288	550
226	287	551	222	1.25	38	226	287	551
229	287	553	222	0.5	37	229	287	553
226	288	551	222	-1.25	37	226	288	551
226	288	551	222	0	37	226	288	551
1	1	3	3	1.75	1	1	1	3



Client Lifetime Value

04

Maybe this number should be upfront. But it takes some math to get here. In the future, this will be built into Maid Central's forecasting and reporting so you will know it at a glance.

Formula: Average Months * Rev/Job * Jobs/month

$$50.8 * \$166.29 * 1.75 = \$14,788$$

So what has the most impact on Client Lifetime Value?

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Efficiency

05

Efficiency measures how well you schedule your jobs, and how well your people use their time. It is only measuring how much time a technician spends cleaning versus unproductive time such as office, drive, breaks, or other time between jobs. .

Implications:

Improving efficiency will allow you to schedule more revenue per day and improve your return on human capital. However, you can still be way over labor budget even with high efficiency.

This does not account for employees exceeding budgeted times on jobs. You can still be efficient and be losing money.



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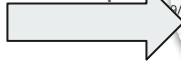
Productivity

06

Productivity is a measure of how closely your allowed cleaning hours are to how long your technicians take to clean a job.

Implications:

I want my productivity to be 100% or above for all of my jobs and employees. I am always looking for variance from allowed hours. Another thing we do is make sure we are accounting for employees who are fast and who are slow. You can sometimes be underbid on properties you are hitting your allowed hours, because you have a fast employee on it. Normalized hours helps you recognize this.



Rate Change Date	Allowed Hours	Avg. Actual Hours	Normalized Avg. Actual Hours	Variance	
2/8/2020	2.70	4.59	4.36	1.66	61.0
7/31/2020	4.20	6.32	5.53	1.33	32.00
9/8/2020	2.30	3.54	3.29	0.99	43.00
10/20/2020	2.30	2.71	3.26	0.96	42.00
12/7/2020	5.25	5.92	5.96	0.71	14.00
6/19/2020	5.00	6.39	5.65	0.65	13.00
9/20/2019	2.88	3.23	3.43	0.55	19.00
8/31/2020	2.40	2.66	2.89	0.49	20.00
9/10/2020	2.50	2.57	2.92	0.42	17.00
9/2020	2.00	2.15	2.34	0.34	17.00



Productivity

06 -Continued

We measure productivity at the individual job level and the technician level. That is how we create normalized times.

Implications:

High productivity is great as long as it is tied to both high quality scores, and high efficiency. It is possible to lose all the economic benefit of high productivity by creating inefficient schedules, or by technicians that don't use their time well between homes.

	Commercial	House Cleaning
	121.00 %	100.00 %
	133.00 %	96.00 %
	68.00 %	124.00 %
	134.00 %	145.00 %
	90.00 %	80.00 %
	136.00 %	94.00 %
	207.00 %	131.00 %
	105.00 %	92.00 %
	120.00 %	84.00 %
	190.00 %	140.00 %
	125.00 %	74.00 %
	136.00 %	91.00 %
	150.00 %	92.00 %
	67.00 %	41.00 %
	100.00 %	83.00 %



Quality Measurement

07

Constantly measuring customer delight is critical.

Implications:

It does not matter what scoring measurement tool you are using, or the format, but you should be measuring every cleaning visit. The higher the response rate the better the data will be.

You want to be able to tie this to every job, and every employee. You want to see trends and be able to react quickly to customers that are dissatisfied. In fact there are studies that show that clients are much more loyal to companies when they had a negative experience that was promptly addressed.

Scorecards

	Better Life Maids STL
Sent	800
Score 4	343
Score 3	40
Score 2	7
Score 1	4
Score 0	0
Total Received	394
% Returned	49 %
Avg. Score	95.81%

Quality Measurement

07 - Continued

What good is this data if it is not readily available.

Quality measurement needs to be a KPI that is available to every employee from leadership, dispatchers, and technicians.

The image shows a mobile job board interface. It features several job cards. Two cards are yellow and titled 'gillentine Home - lauren gillentine', each with a smiley face icon and a pink arrow icon. One card is orange and titled 'Garside Home - Sha', with a smiley face icon and a blue envelope icon. At the bottom, there is a blue box with white text.

QUICK TIP
Quality scores need to live everywhere. Quickly seen on job boards and employee portals

The image shows a mobile app interface for a 'Complete' job card. It includes a search bar and a table of job history. The table has columns for Job Date, Date/Time, Score, and Comments. All scores are 4.0, and the comments are positive.

Job Date	Date/Time	Score	Comments
4/2/2021	4/6/2021 4:05:00 PM	4.0 - We're Thrilled - Great Work	Great Job. I loved ev
3/23/2021	3/23/2021 11:34:00 AM	4.0 - We're Thrilled - Great Work	Great Job! You both
3/16/2021	3/18/2021 1:59:00 PM	4.0 - We're Thrilled - Great Work	The team was aves
1/26/2021	1/26/2021 12:39:00 PM	4.0 - We're Thrilled - Great Work	Thank you! Exceptio
1/20/2021	1/20/2021 12:15:00 PM	4.0 - We're Thrilled - Great Work	The floors look grea

Quality Measurement

07 - Continued

Perceived quality is directly related to meeting client expectations. And meeting those expectations consistently is how you lower client churn and increase the lifetime value of that client.

Consistency is probably the number one key to meeting expectations. Giving clients the same team, on the same day, at as consistent of a time as possible. Even if you don't promise any of those things, we have found them to be the keys to retaining clients long term.

The screenshot displays a mobile application interface with a list of notifications and preference flags. The notifications are presented as a list of items, each with an icon (envelope or phone) and text detailing the home visit. The preference flags are grouped into two sections: 'Employee Preference Flags' and 'Time Preference Flags', each with a red header. The 'Employee Preference Flags' section contains four items, each with a red exclamation mark icon and text indicating a scheduling conflict. The 'Time Preference Flags' section contains one item with a blue envelope icon and text indicating a scheduling conflict. A blue envelope icon is also visible in the bottom right corner of the notification area.

Notification Type	Home Visit	Scheduled Time	Notification Window
Envelope	Garside Home (Shauna Garside)	12:30 PM	2:00 PM - 5:00 PM
Envelope	gillentine Home (lauren gillentine)	11:30 AM	7:30 AM - 10:30 AM
Envelope	gillentine Home (lauren gillentine)	11:30 AM	12:00 PM - 3:00 PM
Envelope	Johnson Home (Christine Johnson)	11:00 AM	3:00 PM - 6:00 PM
Phone	Oldeg Home (Susan Oldeg)	8:30 AM	9:00 AM - 12:00 PM
Phone	Oldeg Home (Susan Oldeg)	8:30 AM	9:00 AM - 12:00 PM
Envelope	reding Home (kelly reding)	8:30 AM	12:00 PM - 3:00 PM
Envelope	Smith Home (Calen Smith)	8:30 AM	12:00 PM - 3:00 PM
Envelope	Smith Home (Calen Smith)	8:30 AM	12:00 PM - 3:00 PM
Envelope	Steindorf Home (Sara Steindorf)	8:30 AM	1:15 PM - 4:15 PM
Envelope	Zrenner Home (Fred Zrenner)	8:30 AM	12:30 PM - 3:30 PM

Employee Preference Flags

- Savannah Barton (not scheduled) is supposed to work for Johnson Home (Team10)
- Consuela Childress (Team04) is supposed to work for Byer Home (Team09)
- Michelle McDole (not scheduled) is supposed to work for Kleinschmidt Home (Team07)
- Amanda Hesser (Team02) is supposed to work for gillentine Home (Team12, Team14)

Time Preference Flags

- Ly Home (Team08) is supposed to be scheduled between 12:00 PM and 5:00 PM



Employee Turnover

08

When you are focussed on creating profits in your business, you can turn those profits into increased employee pay, benefits, and engagement.

I am laser focussed on hiring the right people and keeping them. The first 30 days are critical. While some companies like to exclude this number from their turnover, it is my number one measure of success in hiring and retaining great people.

The cost of getting this wrong is way more expensive than you can even imagine and is tied to all of the other metrics you are trying to influence.

Employee Turnover

Better Life Maids STL						
	Quit		Still	Total	% Quit	
	30 Days	Total	Here	Hired	30 Days	Total
2021 Jan	0	0	3	3	0 %	0 %
2021 Feb	1	1	1	2	50 %	50 %
2021 Mar	1	1	3	4	25 %	25 %
2021 Apr	0	0	1	1	0 %	0 %
2021 May	0	0	0	0	0 %	0 %
2021 Jun	0	0	0	0	0 %	0 %
2021 Jul	0	0	0	0	0 %	0 %
2021 Aug	0	0	0	0	0 %	0 %
2021 Sep	0	0	0	0	0 %	0 %
2021 Oct	0	0	0	0	0 %	0 %
2021 Nov	0	0	0	0	0 %	0 %
2021 Dec	0	0	0	0	0 %	0 %
Totals	2	2	8	10	20 %	20 %



Problems to solve

1

Most businesses do not collect this data in a usable format. You need to be capturing granular data at the client, employee, and business unit level.

2

Even if the data is captured, it is cumbersome to create reports that allow you to understand the health of your business

3

Data is only as good as your understanding of what it means and how it relates to the results you are trying to achieve.

4

Most businesses have no way to act on the data to improve results in the future. They have no forecasting models or tools that allow them to easily act on the data they collect.



Maid Central Solves These Problems & More



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Thank you.

Or visit MaidCentral.com to schedule a one on one demo

