

# MONERIS SUCCESS STORY: MERRY MAIDS

## A Case Study



Three-month marketing campaign produces more than 400 new credit card customers and differentiates Merry Maids franchisees from the competition

### THE COMPANY

Merry Maids is the largest home cleaning network in the world with more than 1,200 franchises in the United States and Canada, plus operations in Denmark, Hong Kong, Japan, Korea, Malaysia and the United Kingdom. Founded in Omaha, Nebraska in 1979, The Merry Maids Network cleans more than 300,000 homes, apartments and condominiums each month in North America, and, in total, employs more than 8,000 home cleaning professionals.

### THE CHALLENGE

In the fall of 2004, Merry Maids set a business goal to increase its sales volumes and attract new customers. After a thorough review of its business practices, Merry Maids focused in on the fact that many of its independent franchise owners were presenting their customers with only one payment option: cash.

Merry Maids recognized cash-only operations were not attracting the segment of the population who want to use a home cleaning service – but prefer to pay by credit card and in some cases, collect loyalty program points at the same time.

### THE SOLUTION

Interested in expanding and promoting the fact that Merry Maids offers credit card payments to its clients, the company partnered with Moneris Solutions, Canada's largest processor of debit and credit payments, to create a joint customer rewards marketing campaign targeted at current and prospective Merry Maids clients.

From November 2004 to January 2005, Merry Maids customers who paid for their cleaning service with their MasterCard or Visa card were eligible to win one of two monthly prizes of \$250. The customer-rewards program was timed to coincide with pre-holiday season preparations (and post New Years Eve clean-up!) as many Canadians rely on house cleaning services to ensure residences are ready for the influx of family members, friends and loved ones.

### THE RESULT

More than 400 new credit card customers used Merry Maids' services during the three-month campaign. The simple and cost-effective partnership with Moneris has made Merry Maids more appealing to a new and much larger customer base, in particular those who prefer paying with plastic and/or enjoy the convenience of recurring weekly, bi-weekly or monthly payments.



*"As a service-oriented company, we recognize that giving customers more payment options is an important part of their decision-making process. By partnering with Moneris, we got the support we needed to enhance our service offering and the creativity to bring in new business. The marketing program was so successful we have already begun planning for future customer-rewards programs in conjunction with Moneris Solutions."*

**Bob Goodwin**

BUSINESS LEADER, MERRY MAIDS

