

MAIDCENTRAL SWITCHES TO GUIDECX: CUTS ONBOARDING TASKS FOR CLIENTS BY 75%



MaidCentral at a Glance

Founded: 2019

Employees: 10–20 people

Industry: SaaS for Home-Cleaning
Companies

With GUIDECx: Since May 2022

MaidCentral is an advanced software for the home-cleaning industry that automates repetitive tasks and helps customers uncover the profits in their business and create success. It is designed, built, and supported by successful house-cleaning companies for successful house-cleaning companies.

75% of onboarding tasks eliminated for customers

~100% of all client communication during onboarding now automated

25% decrease in time to value for customers

"[GUIDECx has] given me a lot of dopamine over the last six or nine months because every time we get a new client, I say, 'Oh, think of all the time I'm gonna save.'"

- **Austin Allen**
Partner Implementation Supervisor
MaidCentral



GUIDECX DRIVES RESULTS

MaidCentral's previous onboarding process was provided by a software that was complex, disorganized, and often difficult to manage before the team decided to make a change in May 2022. "It was getting unbearable," says Austin Allen, partner implementation supervisor at MaidCentral. "It was getting to a point when we were having to vet all my customers because, if they didn't meet all the right criteria, we weren't going to be able to give them a successful onboarding experience. Our previous system also prevented us from taking on too many projects at one time as well. There were a lot of problems."

MaidCentral, a SaaS company providing an advanced platform for those in the home-cleaning industry, needed a new, simplified onboarding process. The team at MaidCentral envisioned an onboarding process that could be completed by anyone—regardless of their savviness with technology—and had the capabilities to automate communication so more time could be spent bringing on new clients. GUIDECx was the answer they were looking for.

"The efficiency that we see from the GUIDECx software is incredible, we get so much value out of all of the reporting, tools, cadence of communications, automations, and integrations. We wouldn't be able to do what we do without this software."

- Austin Allen
Partner Implementation Supervisor
MaidCentral

GUIDECx helped MaidCentral create an automated onboarding process that greatly simplified the process for clients and MaidCentral's team. Onboarding tasks were reduced by 75%, all necessary client communication became automated, and the time to value for clients was reduced from four to eight weeks to three to six weeks, a 25% improvement. The updated onboarding system's interface is now sleek and intuitive, which helps MaidCentral's clients be more excited about completing tasks instead of trying to find ways around them.

All of these changes now allow MaidCentral to dramatically increase the number of clients they are able to bring through the onboarding process at once instead of worrying about how they can execute on the new logos. "I feel like I have an infinite workload now," Allen says. "I'm telling the sales guys to just go wild because we can handle the capacity now." All of these changes boost MaidCentral's capacity to help their customers succeed with their product.

Ready to Take Client Implementation and Onboarding to the Next Level?

Our platform reduces time to value, creates visibility, and saves time with automation, ensuring project managers and their clients get work done as quickly as possible. To learn more about how GUIDECx can address your business needs, reach out to us and ask for your free **14-day trial** to get started.

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