

MaidPro and Qvinci

A Success Story

MaidPro Improves Coaching and Performance Across Their Ecosystem With Qvinci

- **Challenge**

No effective means to educate and coach franchise owners for performance and drive location profitability due to lack of timely and reliable location data

- **Solution**

Qvinci's patented Franchise Financial Performance Management Solution automates the collection, consolidation, and mapping of disparate location data to MaidPro's brand-defined Standard Chart of Accounts

- **Results**

Across the entire MaidPro ecosystem, the actionable location data provided by Qvinci dramatically improved brand and franchise owner collaboration, coaching for performance, and franchise owner profitability



Challenge

- Limited or no access to timely and reliable franchise location data
- No tools for ranking, benchmarking, and monitoring location performance
- No tools for effectively coaching franchise owners for success

Solution

- A patented franchise financial performance management solution with automated data collection, consolidation, and mapping to a Standard Chart of Accounts
- Immediate visibility to rank, benchmark, and monitor franchise owner performance
- The ability to monitor franchise location wellness and easily communicate actionable insights to franchise owners

Results

- Near real-time visibility across the MaidPro ecosystem
- Access to location data needed for impactful coaching for performance
- Improved performance across franchise locations
- Mass adoption across franchise locations (near 100%) and growing



MaidPro

An Overview

Founded in 1992 in a 200-square-foot office in Boston, MaidPro (a cleaning services franchise) now includes 250+ locations across the U.S. and Canada. The brand has been recognized by *Entrepreneur Magazine* on its Franchise 500 & Top Global Franchise list and by *Forbes* as one of the “Best Franchises to Buy” in 2016.

Challenge

As a fast-growing franchise, MaidPro needed a way to provide increased business intelligence to location owners at the touch of a button. Given the diverse backgrounds and skillsets of MaidPro’s franchisees, any solution employed would need to provide a user-friendly and easy way to coach owners and help them improve their locations’ performance.

MaidPro was also on the lookout for internal, brand-wide financial reporting to complement their operational key metrics. Existing practices for collecting location data involved franchisees emailing financial data to operations in a variety of different formats on an “as-requested” basis. This meant the brand was wasting a lot of work hours deciphering multiple variations of Profit and Loss statements and while the franchise had always maintained a Standard Chart of Accounts, they were not able to enforce it across the ecosystem.

Solution

Qvinci's patented solution automated MaidPro's entire process of collecting, consolidating, and mapping disparate franchise owner data to a brand-defined Standard Chart of Accounts. As a result, they were able to free up time so that brand staff could focus on high-priority tasks, such as data analysis and coaching to improve performance and drive profitability.

Qvinci's franchise wellness dashboards, KPI scorecards, customizable alerts, business intelligence, predictive analytics, and cashflow forecasting tools also helped MaidPro promote proactive collaboration between franchise owners and coaches by communicating financial wellness in a manner everyone could understand, make sense of, and act on.

**"Qvinci was able to provide the small and large-scale functions we needed to help our franchise owners and home office excel to new heights."
— Brent Shraiar (Business Development Manager)**



With Qvinci's powerful suite of automated and customizable performance tools, MaidPro was able to gain razor-sharp insights into their operations and build their franchise brand hyper-effectively, all while growing a culture of transparency, collaboration, compliance, profits, and expansive growth across the entire organization.

Results

Since onboarding Qvinci, MaidPro's business coaches have been working hard and have achieved near 100% adoption. All new franchisees are required to link with Qvinci from the start so they can experience the same increase in performance as locations that have been using Qvinci.

According to Shraiar, "The actionable data contained in Qvinci's reporting allows MaidPro to educate our business owners on many different levels. There were owners who needed assistance understanding the difference between a Balance Sheet and a Profit and Loss Statement, owners who did not know how to maintain basic bookkeeping, and others who had no books at all. Using Qvinci, we can provide the educational insights that the owners need and point others in the direction of a bookkeeping service, while providing specific operational adjustments to others."

In Shraiar's estimation, Qvinci has more than paid for itself in its coaching benefits alone. "In my professional opinion, Qvinci pays for itself purely from the education standpoint. Our business coaches would not be able to provide the stellar support they do without the help of Qvinci. One of the major advantages is the ability for everyone in our system to speak the same financial language. It really helps when discussing and analyzing the numbers. Business intelligence capabilities such as peer benchmarking have proven to be very valuable. For example, before Qvinci, it would have taken me months to consolidate reports for 100 locations. Now, that work can be done in five minutes."

MaidPro's coaches are all onboard as well. "Our Business Coaching team has turned into a group of Qvinci fanatics," asserts Shraiar. "We love it! There is still so much more to discover in the platform and we are excited to continue to improve our operational efficiencies and, in turn, profitability for our owners."



Your Next Steps

Ready to learn more about how Qvinci is transforming franchise financial management and see what it can do for your brand? Contact the Qvinci team today.

- 1** [SCHEDULE A DEMO](#) and discover how easy Qvinci is to implement.
- 2** [VISIT OUR LEARNING CENTER AND ATTEND](#) one of our product-focused webinars.
- 3** [VISIT OUR LEARNING CENTER AND ATTEND](#) one of our thought leadership webinars.
- 4** [START YOUR FREE TRIAL](#) to fully experience Qvinci hands-on.

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ABOUT US

The leader in franchise financial performance, Qvinci helps brands effectively measure, monitor, and communicate financial performance in a manner franchise owners understand, resulting in increased profitability, faster growth, and improved compliance. Qvinci's patented solution automates processes and workflows like the collection, consolidation, and mapping of franchise owner data into a brand-defined Standard Chart of Accounts, providing near real-time access to the actionable insights that matter most.

Powerful performance and business intelligence tools like the franchise wellness dashboards, KPI scorecards, alert notifications, benchmarking, ranking, predictive analytics, and cashflow forecasting have all been proven to facilitate a brand's ability to partner with franchise owners more effectively, resulting in improved profitability for everyone. Best of all, Qvinci is cost effective and easy to use. Qvinci's turnkey Customer Success team makes the implementation and adoption process simple and straightforward.