

## Here's how Maids in Black uses Launch27 to run a maid service in Washington DC.

Ricardo-The project lead-chose Launch27 to take online bookings with credit cards, manage the daily schedule, and keep track of the entire company operations. From sign up to being ready for the first booking was a little under 10 minutes. Here's the entire installation process:

The first thing he did was set up his service list and how much he charges for each service.

### Setup Wizard

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#### Services

Services are the options you offer your Customers when they make a Booking.

**Example:**  
1BR - One Bedroom Apartment Cleaning - \$99

Code	Description	\$	Price	🗑️
Code	Description	\$	Price	🗑️
Code	Description	\$	Price	🗑️
Code	Description	\$	Price	🗑️
Code	Description	\$	Price	🗑️

+ Add More

Next

Then he set up his form so that customers can choose recurring service easily and get a discount for doing so. The more frequent the service the bigger the discount. Ricardo reports that this simple technique tripled his recurring booking rates!

## Setup Wizard

### Frequencies

Frequencies allow customers to choose how often they want a Booking (i.e. one time, monthly, bi-weekly, weekly).

You may also set a Discount for each Frequency (optional).

**Example:**

Weekly Cleaning for 15% off

One time	One Time Cleaning	0.0	%	🗑️
Monthly	Monthly Cleaning	10	%	🗑️
Select...	Name	Percent	%	🗑️
Select...	Name	Percent	%	🗑️
Select...	Name	Percent	%	🗑️
Select...	Name	Percent	%	🗑️

+ Add More

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Next he set up the company's booking availability to show how many jobs the company can handle for each time slot. Launch27 automatically updates the schedule to only show available spots as customers book.

## Setup Wizard

### Booking Spots

Use Booking Spots to create a schedule of the times that you're available for Service.

**Example:**

9:30AM - 5 spots available

...

4:00PM - 5 spots available

🕒	09	30	AM	#	5	🗑️
🕒	04	00	PM	#	5	🗑️
🕒	Select...	Select...	Select...	#	spots	🗑️
🕒	Select...	Select...	Select...	#	spots	🗑️
🕒	Select...	Select...	Select...	#	spots	🗑️

+ Add More

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Then Ricardo simply connected his stripe Account with ONE CLICK so he can start accepting credit card payments. Since credit card tokens are stored within stripe (and never credit card numbers), he does not have to worry about the security concerns of storing numbers.

## Setup Wizard

### Set up Stripe for Credit Card Payments

Launch 27 uses Stripe to collect credit card payments from customers. You must **connect your Stripe account** to your Launch 27 account to proceed.

*Note: You cannot **accept payments from customers** until you complete this step!!!*

#### Step 1: Things to Know before you Begin

##### Do you live in one of these countries?

Here's a list of countries that Launch 27 currently supports:

- US
- Canada
- UK
- Australia

##### Do you already have a Stripe account?

If so, you can use that account to connect with Stripe in the next step.

##### Create a Stripe account in two minutes

Don't have a Stripe account? No problem, it only takes two minutes to create one.

Check out the screenshots below for tips on how to create your account in the next step (note: you'll need your bank account and routing numbers).

#### Step 2: Connect with Stripe

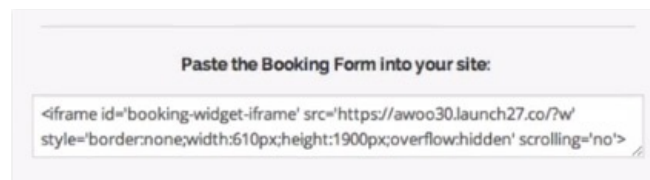
Click the 'Connect with Stripe' button below:



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Then all that was left to do was to add his booking form to his website by copying and pasting the code at the end of the setup widget:



**Success! From signing up to online bookings in 10 minutes flat!**

### FAST FORWARD A FEW MONTHS...

Ricardo now receives the majority of new client from online bookings. He can now grow and manage his business without a large office staff. Here's how a typical booking goes through the system:

Clients come directly to the booking form on Maids in Black's website. They schedule service, select date and time, and enter their credit card information.

**OUR 200% MONEY BACK GUARANTEE**

If you're not happy, we come back and re-clean and if you still don't think we did a good enough job to recommend us we issue a full refund!

### STEP 1: WHO YOU ARE

First Name \*

Last Name \*

Email \*

Phone \*

### STEP 2: YOUR HOME

Address \*

City \*

State \*

Zip Code \*

### STEP 3: CHOOSE YOUR SERVICE

Type of Service \*

Date / Time \*

Discount Code  
(or leave this blank)

### STEP 4: SELECT EXTRAS

- Clean Inside cabinets +\$20
- Clean Inside the Fridge +\$20
- Clean Inside the Oven +\$20
- Clean Interior windows +\$60
- Finished Basement Apartment +60
- Move-in/Move-out cleaning +\$60  
(Refrigerator Included)
- One hour of organizing +\$60

FEEDING A CHILD, EVERY TIME WE CLEAN

**2254**

MEALS GIVEN

**150**

Kids in school



#### INSURED SERVICES

You're in good company when you choose Maids in Black. Rest assured that we are fully insured.



#### FRIENDLY SERVICE

Fast and friendly customer service folks. Our average response time for emails is now 14 minutes.



#### WE PROVIDE SUPPLIES

We got this! Our team partners bring their own supplies and vacuum and honor special requests.



#### SPEEDY CONFIRMATION

Book and receive a confirmation within 30 minutes during normal booking hours from 8:30am to midnight!



#### SAFE SHOPPING GUARANTEE

You'll pay nothing if unauthorized charges are made to your credit card as a result of booking with us.



Maids in Black



One Load of laundry +\$20

## STEP 5: SELECT FREQUENCY AND PAYMENT



Powered by **stripe**



**SAFE AND SECURE** 256-BIT  
SSL ENCRYPTED PAYMENT

Frequency of Service \*

Card Number \*



Card CVC \*

Expires on \*

## WHAT HAPPENS NEXT?

Don't worry, you won't be billed until the day of service and you will receive an email receipt instantly. We no longer accept cash or checks.

**BOOK APPOINTMENT**

MEMBER



You like this.

You and 735 others like Maids in Black.



Facebook social plugin

The client receives an automatic email to confirm their booking, and Ricardo receives an email as well to notify him of the new booking.

## We've Received Your Booking



Hi rohan gilkes,

Thank you for choosing rohantestcompany for your home cleaning needs. Your request for service has been sent to the rohantestcompany Customer Happiness Team. After checking availability, we'll be in touch with you shortly to finalize your booking.

Please note: This is NOT a confirmation email.

We have your information listed below as:

BOOKING-ID: f14298a0730dbd8b76c1aed3db0ec137dce07ff0  
Name: rohan gilkes  
Email: rohan@homepanda.com  
Phone: 5555551234  
Address: 1234 Any St.  
City: Test City  
State: CA  
Zip Code: 12345  
Date / Time: 06/04/2014 12:00 AM  
Payment Method: stripe  
Type of Service: One bedroom Apartment cleaning  
Type of Service price: \$99.00  
Price total: \$99.00  
Frequency: One Time Cleaning  
Gift Card Amount: \$0.00  
Final price with discount applied: \$99.00

Then Ricardo goes about assigning the job to a team and sending out the schedule by email. Each team's respective jobs are automatically sent out with a single click of a button.

### 5 Bookings

Send Schedule

Search bookings ...

Scheduled date	Customer	Service location	Frequency	Assigned to	All Teams
Aug 29th / 3:00PM / Fri	Pete Griffin	12345 Fillmore St, Mclean, VA 22013	One time	Jessica's Team	August 2014 Su Mo Tu We Th Fr Sa 27 28 29 30 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 1 2 3 4 5 6 Today Week Month All
Aug 29th / 12:00PM / Fri	Tom Bell	7712 Smith St., Arlington, VA 13123	One time	Jacqueline's Team	
Aug 29th / 12:00PM / Fri	Deb Booker	1234 Pepper Ln, Washington, DC 22181	One time	Marcio's Team	
Aug 29th / 10:00AM / Fri	Kriten Bryant	7777 Taffy Lane, Vienna, VA 22182	One time	Marcio's Team	
Aug 29th / 9:00AM / Fri	Bob Smith	1234 Turner Ave, Alexandria, VA 132544	Monthly	Marcio's Team	

### EMAIL & TEXT MESSAGE REMINDERS:

A few days before the job, the Launch27 system sends MAIDS in Black's clients an email reminder AND a text message reminder (if clients want to be reminded by text as well).

Phone \*

Send Me Reminders About My Booking Via Text Message

## CUSTOMER LOGIN AWESOMENESS:

If it turns out that the date no longer works for the client they can log in to their account and update their booking with ease. They can also update their credit cards, add additional notes, or anything else that the Maids in Black staff can do for them. Happy customers with a smaller support staff!

### Sign In

Sign in to track your Booking, Reschedule, manage Add-ons, and more.

**Email:**

**Password:**

**Sign In**

Don't have an account? [Sign Up](#) now, it takes just a few seconds.  
[Forgot your password?](#)

On the day of service Ricardo simply authorizes the client's credit card to make sure funds are available, and then charges the credit card at the end of the day.

### Charge Customers

08/29/2014

Friday  
August 29th, 2014

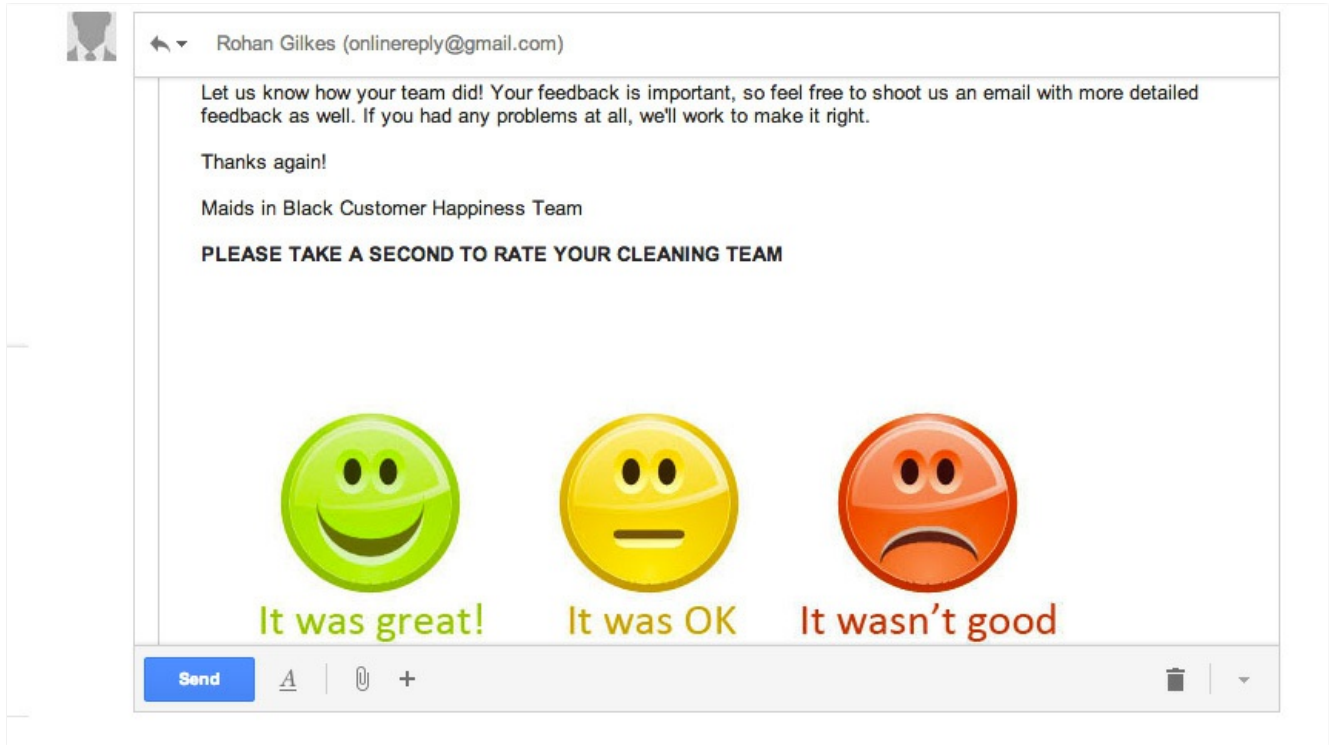
Stripe transaction id **Refund**

<b>9:00 AM</b>	Bob Smith cus_32mfyDMleD50DZ  1234 Turner Ave Alexandria, VA 132544	<b>Two Bedroom Apartment</b> Clean Fridge 2 x Load of Laundry  Discount: 15.00 %  <b>\$120.0</b> <b>Put on Hold!</b>	\$ 120.0 <b>Charge</b>
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Already charged?  
transaction id **Save**

## FINDING OUT HOW THE TEAMS DID

After service is completed, the system automatically sends an email to the client to see how the team's did and sends feedback to Maids in Black with ratings and comments to let him know how teams are performing:



And Ricardo can then check overall team performance to help reward great teams and lend support to teams as needed.



## Team Ratings

Show by: **Team** Date

### Jacqueline's Team

★★★★★ (1 ratings) ▾

Frankie Woopan says:  
April 18th, 2014

★★★★★

I live with two dudes and two dogs, so keeping my home clean is a challenge/nightmare. For the most part, I can keep it a few notches above Man Clean, even into Actually Clean territory, but work gets crazy, I decide not to spend my free time cleaning and before I know it, things are barely meeting the criteria for Man Clean and I feel compelled to bleach everything. It's a cycle. It needed breaking. So, before work got out of hand, I scheduled reoccurring service from Maids in Black.

[Read All Comments \(1\)](#)

### Jessica's Team

★★★★☆ (5 ratings) ▾

Bob Smith says:  
April 18th, 2014

★★★★☆

Honestly, I'm not sure how they made my apartment look so amazing in just over an hour!

[Read All Comments \(5\)](#)

### Marcio's Team

★★★★☆ (4 ratings) ▾

Andrew Woo says:  
April 18th, 2014

★★★★★

They do a great job cleaning! They mainly do the areas that I hate to do (scrubbing floors, anything in the bathroom) and we have them come once a month. You get a discount if you do a monthly

## PAYING TEAMS

When it's time to pay teams, Ricardo simply clicks on the "Send Payment" Button and the team is paid instantly, with the money in their bank account the next day. Launch27 calculates the team payment automatically, and turns a manual process to a fully automated and simply process.

Marcio's Team ▾ 08/24/2014 - 08/30/2014

Pending: \$0.00 Available: \$6576.00

Earnings @ 50.0%	Tips	Adjustments	Already paid	Total Due
300.30	0.00	0.00	300.3	0.00

[← Back to Teams List](#) [Send Payment](#) [Save](#)

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<b>Aug 27, 2014</b> 10:00 AM	Andrew Woo 1234 Any Street Any Town, VA 123456	TOTAL CHARGED	120.60
		TIP	0.00
		PAY RATE @ 50.0%	60.30
		ADJUSTMENT	0.00
		TOTAL EARNED	60.30
		PAID	<b>60.30</b>
	<b>Two Bedroom Apartment</b>		
	Clean Fridge		
	1 x Load of Laundry		
	Discount: 10.00 %		
	<b>\$120.60</b>		

## OTHER COOL STUFF RICARDO LOVES: GIFT CARDS

After 8 months, with the process humming along smoothly, Ricardo has added other cool stuff like giftcards. He promotes them for mother's day, Christmas, and other holidays to remind folks to buy a cleaning for a friend. All managed within Launch27's application.

## GIFT CARD

Gift Amount \*

350

To \*

Michelle

Recipient Email \*

Michelle@heresacard.com

From \*

Your Mom

Your Email \*

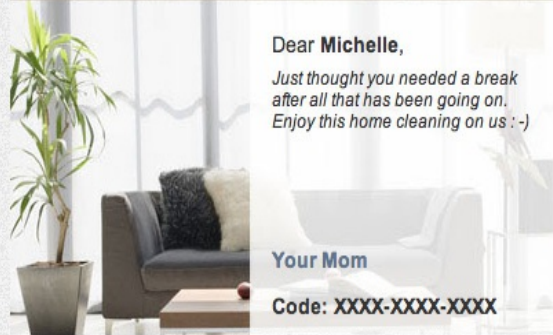
mom@mom.com

Message

Just thought you needed a break after all that has been going on. Enjoy this home cleaning on us :-)

247giants Cleaning  
Company Inc.

\$350.00



## CHECKOUT



Powered by **stripe**



**SAFE AND SECURE 256-BIT  
SSL ENCRYPTED PAYMENT**

Card Number \*

XXXX XXXX XXXX XXXX



Card CVC \*

XXX

Expire Date \*

**PURCHASE GIFT CARD**

## MORE GOODIES TO HELP GROW THE BUSINESS: REFERRAL PROGRAM

Knowing that there's no better marketing than word-of-mouth, Ricardo uses the Launch27 referral system. He sends his customers a unique link that they can use to share with a friend. If their friends book, the friend gets a discount and Ricardo's customer gets a discount off future service as well. A simple and effective way to grow the business!

## Referral Rewards

Refer friends to earn rewards towards your next Booking.

Pending	Earned	Redeemed	Balance
\$0.00	\$20.00	\$20.00	\$0.00

## Earn Referral Rewards

Simply share this referral link with friends to earn rewards:

<http://www.launch27.com/prod-test/?rcode=F07D9D8D9994>

## Redeem your Referral Rewards

Use this code as your discount code whenever you want to redeem rewards:

F07D9D8D9994

## SEEING IT ALL COME TOGETHER!

One of the coolest things available in the launch27 system is an overview of how the business is doing. At any time Ricardo can see his sales, his recurring bookings, growth, what services earn the most money, and a variety of other metrics. Total business health at a glance:

# DASHBOARD

03/28/2014 - 04/28/2014 ▾

**Sales**  
**\$3,291.25**

**From Repeat Customers**

Recurring Sales **\$1,041.25**  
One-Time Sales **\$2,250.00**  
% Recurring **31.64%**

**From New Customers**

New Sales **\$189.00**  
% New **5.74%**

\* Excludes any Tips paid by Customers

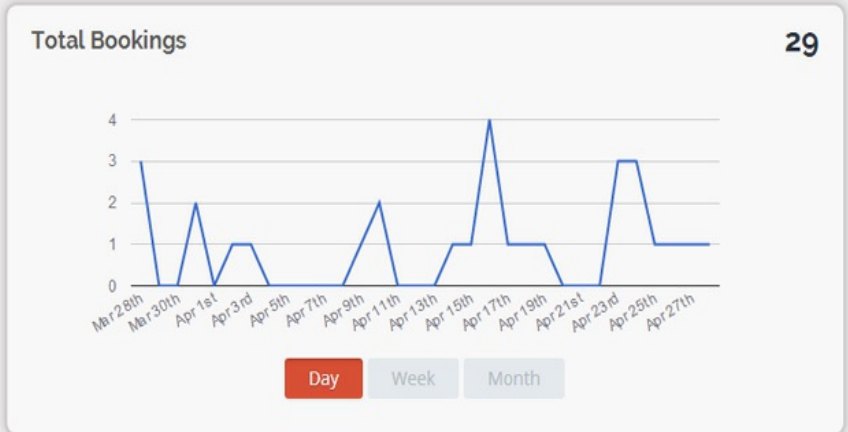


**Bookings**  
**29**

**From Repeat Customers**

Recurring Bookings **9**  
One Time Bookings **20**  
% Recurring **31.03%**

**From New Customers**



**Bookings By New Customers**

## CELEBRATION!

Using Launch27 Ricardo has taken what used to be a manual process using spreadsheets and google calendars and transformed it to a sophisticated, professional, and easy to manage operation. Revenue has doubled, recurring customers numbers are up, and teams are doing great!

TOTAL HAPPINESS!

GIVE LAUNCH27 A TRY-IT'S FREE FOR 14 DAYS!

[Get Started Today](#)



[FAQs](#)

[Help Docs](#)

[Blog](#)

[Video Demos](#)

[Case Study](#)

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## STAY CONNECTED

Enter your email address

GET UPDATE

 [support@launch27.com](mailto:support@launch27.com)

ANALYTICS BY  
 **HEAP**

DEMO

START FREE TRIAL

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