1-800-DryClean Franchise Announces Positive Results From Its "We Miss You Call Program"

Shannon Toler-New, president 1-800-DryClean franchise, recently announced positive results from the leading dry-clean delivery service franchise's "We Miss You Call Program."

"In November we introduced this program where home-office support staffers call franchisee customers who for whatever reason have dropped our free pick up and delivery dry-clean service," said Toler-New. "We found that 85% of the people we talked to still considered themselves satisfied customers they just became less frequent users over the casual-dress summer months. By calling, 12% immediately put our signature bags on their front doors."

The purpose of the "We Miss You Call Program" is fourfold: 1) to maintain the dry-clean delivery franchise's relationships with its customers, 2) to provide a platform for customers to voice possible complaints, 3) to support busy owners with another level of customer service, and 4) to encourage customers to use the company's high quality dry-clean service.

"We are working with our 1-800-DryClean franchise owners to ensure that all our customers are satisfied and they regularly use our service," added Toler-New. "It wasn't that customers were unhappy with us. It was a matter of reconnecting and reinforcing our quality of service."

Cathy Diallo, 1-800-DryClean franchise owner in Richmond, Virginia, participated in the program and reported that of the 34 customers who were contacted, 12 immediately scheduled pick ups. "This program is a great example of corporate working with franchisees to increase sales and to build the system," said Diallo. "Katie (Haverty from the 1-800-DryClean home office) was awesome. We've been in contact throughout, e-mailing and calling, and it's made a big difference in my business."

"We were named an AllBusiness AllStar franchise for 2009," said Toler-New. "Helping franchise owners realize their dreams of financial security and lifestyle rewards are reasons we're thriving even in a down economy."

About 1-800-DryClean:
1-800-DryClean is the world's largest dry-cleaning delivery service franchise. The 1-800-DryClean franchise is a quality dry-cleaning and laundry pick-up and delivery service, serving both the residential and office markets. *Entrepreneur* magazine has ranked the business opportunity number one in its category and a Top Home-Based Business. The company has franchised since 2000, and currently has more than 130 franchise units across the United States. 1-800-DryClean is a member of the Service Brands International family of brands that includes Molly Maid, Mr. Handyman and Protect Painters. Customers interested in our office and home free pick up and delivery services need only go to, http://www.1-800-dryclean.com, to see videos presenting both options.

They can also enter their zip code and find the nearest 1-800-DryClean franchise. 1-800-DryClean, 3948 Ranchero Dr., Ann Arbor, MI 48108. For franchise information, contact: Shannon Toler-New, president, 1-800-DryClean Franchise at 1-866-822-6115, or visit http://www.1-800-dryclean.com.