



35% New Customers With An AI Automation Workflow for House Cleaning Estimates

Summary:

Residential cleaning companies can garner more new clients and accounts by ~35% by using an AI automation workflow that creates an estimate from either handwritten notes or an online form quickly and accurately.

Problem:

A local house cleaning company that only does homes had no method or process to quickly create and send estimates or proposals to prospects. The company has 11 employees and five are empowered to estimate how much a cleaning job weekly or biweekly would cost. The five employees had no form; they either wrote out limited information on scraps of paper or created inconsistent notes on their individual phones and tablets.

Some of the employees were losing the scraps of paper or couldn't always decipher their written notes. In addition, each employee was required to send the prospect an email on their own as time permitted. Some of the employees would respond several days after the initial estimate, only to be told that since they didn't respond quickly, the prospect went with another company.

The owner estimated they were losing three to five jobs per week. Each job averaged \$270 per cleaning session; most prospects wanted a weekly cleaning done. They estimated the lost revenue to be between \$800 and \$1350. Currently, the cleaning company does ~\$3000 per week. If the owner could gain 35% of the estimates, that would be an additional \$1050 revenue per week.

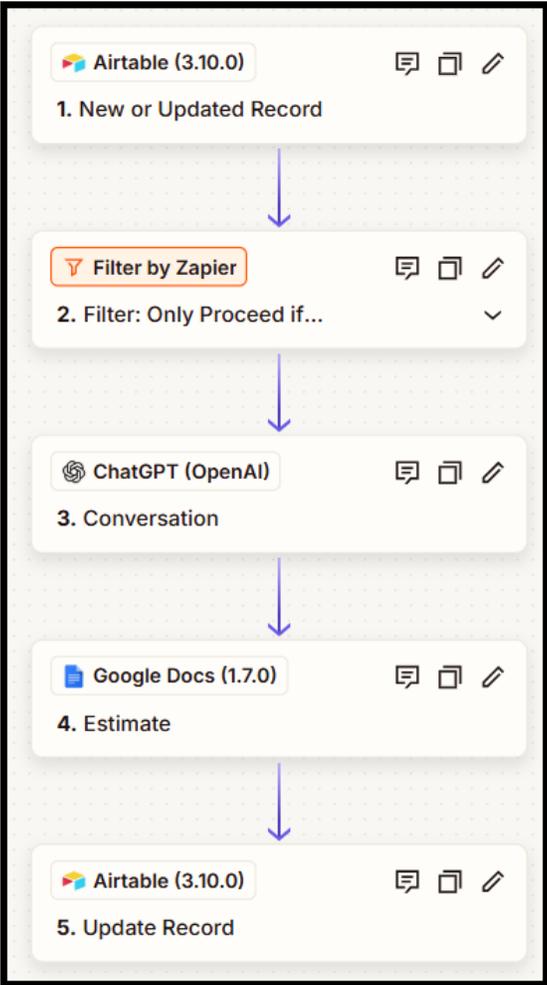
Approach:

The cleaning company owner saved some scraps of paper that were estimates or proposals to show Tyto what was currently done. With Tyto AI Consulting's help, they developed mandatory form fields that would consistently yield high quality, simple proposals quickly to send to prospects while they were in a purchasing frame of mind.

The owner also decided it was time to delegate the proposal/estimate task to two employees who did not go out on as many cleaning jobs as others. These two employees had more time during the day, during the week, to respond quickly to requests for house cleaning quotes.

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Tyto AI created an online form that could be filled out from a smart phone or tablet and automatically uploaded to a database. Another automation tool, coupled with ChatGPT, reviewed each form and created a consistent proposal document and uploaded it to a secure online drive that could be emailed out as soon as it was completed by the automation process.



[AI Automation Workflow In Zapier]

Prior to creating this automated workflow, most estimates took one to three days to be completed and sent. When the automation process was created, tested and implemented, **estimates were created in five to seven minutes.**

The cleaning company owner reported that two weeks after incorporating the AI automation workflow, they have hit the 35% increase in new cleaning accounts. They

believe they can increase new accounts by a larger percentage the longer they use the automated workflow.

Conclusion:

Creating a simple online form or uploading an image of handwritten proposal notes that transfers information to a database that is connected to ChatGPT with a connector tool removes the barriers to quickly creating and emailing cleaning estimates to prospects that increases revenue per week.