



## Case Study

# Cracking the Code: How Handyman Connection Used ClientTether to Transform Unit Operations Across 100+ Locations

“

It's been a game-changer –  
a huge stress reliever.

”

**Angelique McMillan**

Vice President of Marketing,  
Handyman Connection



# Summary

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Handyman Connection is a trusted leader in the home services industry, connecting homeowners with skilled local craftsmen across North America. Their dedication to delivering personalized, professional, and reliable home improvement services has fueled a loyal customer base and an expanding franchise network. From carpentry and plumbing to electrical repairs and aging-in-place upgrades, their team is committed to making home maintenance stress-free and dependable.

Despite their success, Handyman Connection faced challenges typical of multi-location franchise systems. Their legacy platforms were slow, expensive, and ill-suited to the operational needs of franchisees. Lead attribution was unclear, reporting lacked transparency, and franchisees were forced to rely on generic marketing approaches that didn't connect with local audiences. Recognizing the need for scalable and franchise-friendly tools, Handyman Connection adopted ClientTether.

ClientTether's flexible CRM, marketing automation, and real-time reporting tools empowered Handyman Connection to optimize local campaigns, increase confidence in data, and streamline operations, transforming the experience for franchisees and the home office alike.



# The Challenges

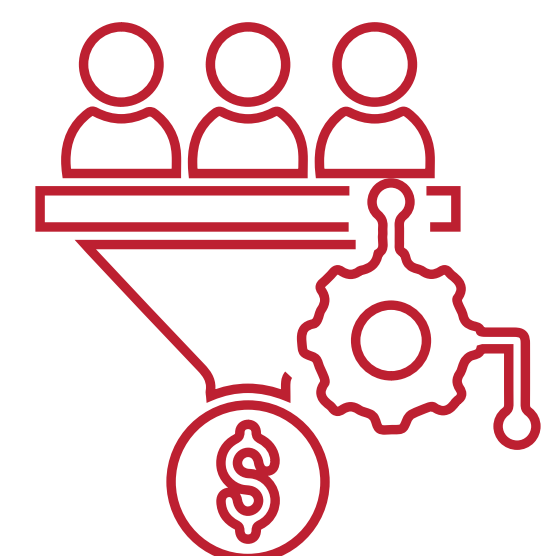
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Before ClientTether, Handyman Connection encountered several operational hurdles:



## **Expensive, Clunky Systems**

Legacy tools were not designed for franchise networks, creating inefficiencies and high costs.



## **Unreliable Lead Attribution**

Lack of clarity on lead sources made marketing spend optimization nearly impossible.



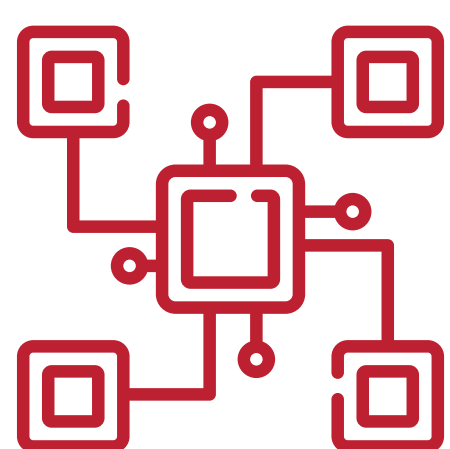
## **Inaccurate Reporting**

Slow and incomplete reporting eroded confidence and hindered decision-making.



## **Limited Campaign Optimization**

Franchisees couldn't localize marketing, relying instead on generic, brand-wide messaging.



## **Franchisee Frustration and Distrust**

Franchisees lacked trust in the data and struggled to act on insights.



## **Fragmented Lead Nurturing**

Without consistent automation, follow-ups were delayed or missed altogether.



# The Benefits

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How ClientTether Helped Handyman Connection Improve Unit Operations. Top Impact Highlights:



## **Flexible CRM Platform**

"From the moment we saw a demo, it was clear this platform was built with businesses like ours in mind."



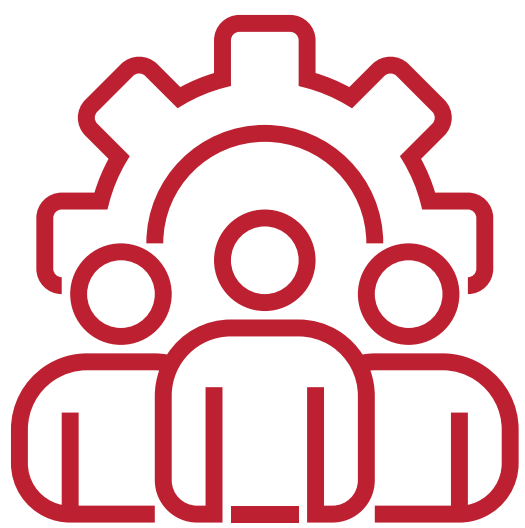
## **Accurate Lead Tracking**

"The lead tracking is spot-on." Better attribution improved trust and performance.



## **Time-Saving Automation**

"The automation features save our teams countless hours."



## **Seamless Onboarding & Support**

"From the CEO to the developers to the support staff, the team took time to understand our needs."



## **Improved Reporting Confidence**

"Our reporting is finally accurate, and our entire organization is more productive."



## **Customizable Nurture Campaigns**

Franchisees now maintain customer relationships with locally relevant, automated touchpoints.

— Angelique McMillan, Vice President of Marketing at Handyman Connection

# In the Customer's Own Words

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Angelique McMillan, Vice President of Marketing at Handyman Connection, described ClientTether as “an absolute game changer for our business.”

She reflected on past challenges:

“We were using expensive, clunky systems that were never designed for our needs.”

What stood out?

“ClientTether was built with businesses like ours in mind.”

On the transformation:

“The CRM’s flexibility, automation features, and spot-on lead tracking let our franchisees personalize local marketing effectively while maintaining oversight.”

On the partnership:

“They didn’t just offer us a tool; they became a partner in helping us transform our business.”

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Handyman Connection connects homeowners with reliable, local craftsmen across North America. Known for professionalism, personalized service, and quality workmanship, the brand offers a wide range of services—from carpentry to plumbing to home modifications—turning new customers into lifelong clients.

Learn more at [handymanconnection.com](https://handymanconnection.com)



# Impact Statement

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## The Bottom Line

ClientTether helped Handyman Connection modernize unit operations across its franchise network. With real-time reporting, flexible CRM tools, and localized automation, the platform empowered franchisees to operate efficiently, track leads accurately, and scale with confidence.

## The result?

- Accurate, Trustworthy Lead Attribution
- Streamlined Local Campaign Management
- Automation That Saves Time and Boosts Follow-Up
- Confidence in Data and Full-Funnel Visibility
- Stronger Franchisee Engagement and Productivity

Ready to simplify your franchise unit operations?  
Visit [clienttether.com](https://clienttether.com) to learn more.

**Contact us**



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