

# Beyond “Just a Vendor” - Building A Strategic Partnership

- 👤 Client: Cabinet IQ
- 🏠 Number of locations: 4
- 🕒 Brand type: Emerging
- 📍 Location: Texas

Cabinet IQ is a high-tech cabinet and countertop home services franchise that prides itself on providing a five-star customer experience.

## What They Needed

In September of 2022, Cabinet IQ met the ServiceMinder team at the Springboard Emerging and Re-emerging Franchisor Conference. Following this encounter, Cabinet IQ successfully concluded their six-month-long quest for a suitable CRM solution.

Having experienced disappointment with three previous CRM options, primarily due to integration conflicts, inadequate scheduling features, and the unmanageable use of five different solutions, Cabinet IQ had identified precisely what they sought in a CRM. Their previous frustrations with other vendors had equipped them with a checklist of requirements that we were able to fulfill!

## What ServiceMinder Provided

- ✓ Scheduling
- ✓ Sales automation
- ✓ Texting features
- ✓ QuickBooks Intuitive Integration
- ✓ Mobile app

- **September 2022**  
Initial meeting with ServiceMinder
- **November 2022**  
Date signed
- **August 2023**  
All locations fully launched

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*“As an emerging brand, we still don’t know everything about the franchising space yet. ServiceMinder was able to solve problems we didn’t even know we had!”*



**Jacob Collums**  
VP of Franchise  
Development



Training process



Customer service

Cabinet IQ franchisees are currently enjoying all automated features and find it helpful to be able to access all brand information on one platform.

## Our Partnership

Despite having a well-defined vision of the necessary features, as an emerging brand, they were pleasantly surprised that **ServiceMinder applied industry insights as a strategic partner** rather than just another vendor.

In November of 2022, Cabinet IQ officially partnered with ServiceMinder. With ServiceMinder’s comprehensive approach, Cabinet IQ transitioned from managing daily operations across five distinct platforms to a single, unified solution.

After thorough training and workflow configuration, all locations were launched by August 2023. Less than a year into their ServiceMinder journey, **Cabinet IQ launched two new locations.**

## Next Steps for Cabinet IQ

The team is looking forward to utilizing automation both internally and client-facing to **enhance the client experience.** Cabinet IQ is eager to share ServiceMinder with future franchisees.

## 3 Adjectives to Describe the ServiceMinder Team

- ✓ Hardworking
- ✓ Understanding
- ✓ Patient

Interested in franchising? Start your own success story with Cabinet IQ.

OWN YOUR OWN BUSINESS