

## CEO Q&A: How Has Covid-19 Affected Your Brand?



*As part of our ongoing special coverage of Covid-19 and its impact on franchising, we're asking franchise leaders how they're responding to the effects of Covid-19 at all levels of their business. Below we offer an overview from 7 franchise brand leaders*

### **Jonathan Barnett, CEO and Founder, Oxi Fresh Carpet Cleaning**

Until about mid-March, we were actually up around 20% as a brand. We were seeing really great growth. Following the outbreak of Covid-19, we've seen a drop in jobs. We're still moving forward and continuing to innovate and adapt. I'm certain we'll come out on the other side even stronger than we were before. That said, this time has been hard on our franchisees, but the majority of our locations are still open and operating. Many are now moving their focus to serving commercial clients. As a home office, it's been challenging, but we built our brand to be flexible. We've been able to provide the same level of support during these times despite a shelter-in-place order that affects our home office and scheduling center. We have been able to do this because all of our programs are Internet-based. Our team is able to do the same quality of work at home as they were doing in the office. Our scheduling center uses a VOIP phone system, so our customer service representatives were able to take the phones home, plug them into their Internet connection, and continue to provide support to our customers.