

# Executive Management Services Case Study

with Roger Lacefield

Summer 2020



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- Roger Lacefield (EMS)

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## Background

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Executive Management Service (EMS) is a building service contractor with branch offices across 37 states in the US. They serve a variety of different businesses including (but not limited to) healthcare, schools, and commercial buildings. Roger Lacefield, Quality Assurance Supervisor, Corporate Trainee Coordinator, and the company's CleanTelligent Administrator says, "Just about anywhere that somebody will let us bring a broom we'll sweep it."

EMS believes in providing quality service to the many customers they serve. They care about their clients greatly and according to their website, part of their goal is, "lifting businesses to new heights." Roger says, "We figure that we are a team – that we are a member of every one of our clients' organizations, actually."

EMS has been using CleanTelligent Software for 10 years. One of the biggest challenges EMS faced was how much time it took to complete simple tasks, give a report to a client, and communicate.

Though they were past the pen and paper days, the system used before CleanTelligent (CT) was just as labor-intensive. Roger said, "Prior to CleanTelligent we used a web-based information system... It was cumbersome and hard for [our] managers. They had to use the personal little PDA and they had to download [everything] when they went to a client... They had to sit down in front of a computer, download the information to their PDAs, take it with them, come back, and then download it back so it would be in the system. It was time-consuming, cumbersome, and wasn't very user friendly."

EMS was looking for a better way to take care of their clients and something to make their job easier. That's when they found CleanTelligent Software at an industry trade show. "It didn't take long to find out that it was very beneficial to us to transfer over to CleanTelligent," said Roger. "As we developed [our usage of CleanTelligent], we found that it was very user friendly, very informative, and we came to rely on CleanTelligent almost immediately."

### Immediate Success with CleanTelligent:



**Increased Customer Satisfaction**



**Improved Client & Team Communication**



**Quicker Response Time**

## With CleanTelligent, EMS Saw:

100%

Improved Employee Efficiency

98%

Decrease in Response Time

90%

Increase in Client Satisfaction

## How CleanTelligent helps EMS Increase Client Satisfaction

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Did you know that cleaning companies lose an average of 25% of their clients yearly? Client retention is one of the biggest challenges the Jan/San industry faces. However, with the help of CleanTelligent Software, EMS has had no problem retaining customers. "We're proud that we have clients that we've had for years."

One of biggest reasons Executive Management Services has seen client retention rates stay elevated is because of the short response time it takes them to complete a cleaning task. The web-based system EMS used before CleanTelligent did not notify them when work was needed or completed, so most of their time was spent on the phone figuring out what tasks needed to be done and whether each task had been completed.

Since acquiring CleanTelligent, response time drastically improved for EMS. "Within 6 months of getting CleanTelligent online and getting people familiar with it, our response times went from almost weekly to hourly. We were getting back to our clients almost immediately."

With about 70% of communication done within the CT mobile app, both EMS and their clients were fully informed of what work was being done within each facility. According to Roger, CleanTelligent allows EMS to be "proactive instead of reactive."



## How EMS is Proactive Instead of Reactive

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Within CleanTelligent Software, EMS encourages their clients to complete mobile surveys so they can measure satisfaction. “We have a 96.3% rating out of 450 clients with 800 inspections being done in a given period of time.” Their goal is to have 90+ percent client satisfaction. With CleanTelligent they have been able to exceed that. In fact, since implementing CleanTelligent, client satisfaction has increased by 90%.

EMS’s ability to keep clients satisfied has also led to winning new business. “Just this year alone I know we’ve gained 11 new clients that I didn’t think we would get.” When trying to contract with potential clients, talking about their quality control system is always part of the process. “Not only does money come into play, but the performance that we can provide to them.”

By showing clients how much more productive and efficient they are because they have CleanTelligent, clients are more willing to contract with them. When it comes to gaining new clients, Roger said, “Our quality control program has always been one of the deciding factors, if not *the* deciding factor.”

**In short, the world is going digital for a reason, especially for commercial cleaners and facility managers. Contractors like EMS thrive with the use of an efficient quality control software like CleanTelligent. “[Their smart phone] has become just as important [as] the scrubber or the broom or the mop... it’s there to help [our cleaners] do the job.”**

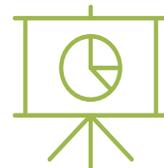
### CleanTelligent Helps EMS:



**Streamline Team & Client Communication**



**Increase Employee Retention**



**Provide Data to Clients & Upper Management**