

Clean Up Your Act:
How a Tidy Reputation
Leads to Customer Retention

In the **CLEANING INDUSTRY**

the customer is

king;

and that king sometimes needs their king-sized sheets washed and carpet cleaned. But when your business' success hinges on customer satisfaction, how do you ensure that your clients remain happy and don't leave you for the competition? Clean house of those concerns! Read on to see what your customers are really looking for when they book a service, and secure your client base to ensure a bright and shiny future for your business.

The cleaning industry is growing at a rate of almost

6.2% per year

INCREASING customer retention by just

5%

can increase

a business' profits by

25-95%

Upselling and cross-selling is responsible for about

10-30%

of total business revenue

Businesses have a

60-70%

probability of selling a new service to an existing customer

By contrast, businesses only have a

5-20%

probability of acquiring a prospect

50%

of cleaning company customers were **LOST** due to

POOR SERVICE

More than half of customers say

THEY value

a brand or business if they find them **trustworthy**

U.S. consumers hold about

3.8 billion

customer loyalty accounts

There are just over

1,100

businesses

operating in the **residential cleaning** field alone

For 2018, the residential cleaning industry is projected to bring in a revenue of about

\$864.5M

By 2022, the industry is anticipated to pull in a revenue of about \$926.7M

PERFECT

your performance with **WORKWAVE SERVICE**

FAST AND TANGIBLE return on investment

END-TO-END SOLUTION that improves back office and crew productivity

Flexible solution to **SCALE AND GROW WITH YOUR BUSINESS**

IMPROVES COMMUNICATION and creates a more actionable workforce

SALES TOOLS TO INCREASE cross-sell and upsell opportunities in the field

Real-time insights and **VISIBILITY INTO OPERATIONS**

wipe the floor with **YOUR** competition.