



**PARTNERSHIP
INSIGHT REPORT**

NOVEMBER 2017 (REVISED FEBRUARY 2018)

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CHALLENGES FOR SUBCONTRACTORS



No Systematic Follow Up Process

Our research showed that many businesses were struggling to follow up effectively and consistently on leads that had requested a quote. We also discussed the reasons why this was happening, which included a lack of time and forgetting who to follow up with and when.

Spending Excessive Amounts of Money on Costly Ad Campaigns

A common mistake we discovered through our research was that businesses were spending a considerable amount of money on AdWords but did not have enough valuable content for readers to engage with. Businesses that did have content available very rarely had any follow up processes in place once the reader had opted in, taking us back to Challenge #1.

No Formal Customer Referral Programme

Based on our research, the main reason for not having a referral programme in place was due to lack of time. Asking for a referral was often left to the cleaning team who were on-site to complete the required contracted cleaning specification as per their understanding or directive. There fore inevitably this was rarely going to materialise or be consistent as the team would prefer to complete instructions and conclude their day without further tasks to undertake. In Companies that did request their teams to ask for referrals, they were never incentivised to do so and the Customer had no real incentive to share any details either.

Poor, Inconsistent Customer Experiences

Of the businesses we surveyed, very few of

them had any kind of Customer on-boarding or post-sales service journey in place. Of those that did, almost none of the journeys in place were documented correctly or consistent, which meant that their teams were spending a lot of time manually communicating with Customers. We looked at how this was damaging the relationship these companies had with their Customers, putting repeat business at risk and compromising growth plans.

No Measurement of Customer Satisfaction

In the businesses that we surveyed, some had satisfaction surveys for Customers to complete on a sheet of paper once the job was done. Their challenge, however, was that by the time the Cleaning Team got to this point, they felt they had finished contracted work and wanted to conclude their working day accordingly without further undocumented tasks to complete, without knowing the importance or difference it would make to their role.

Limited - Often Manual - Business, Sales and Marketing Processes

Here, we saw that a lot of Commercial & Industrial Cleaning Companies were overlooking several big opportunities to introduce or automate Business, Sales and Marketing processes, which could help them realise fantastic time savings, gains in efficiency and faster business growth.

No Effective Way of Managing or Analysing Customer Data

In our final challenge, we looked at the latest trend in the Cleaning World and what it could mean for your business if you don't act now.

THE OCC PARTNERSHIP PROGRAMME

The Organised Cleaning Company has an active Partnership Programme, whereby we work with approved, vetted and qualified contractors who we outsource cleaning work to do on a regular basis.

Contract Cleaning

We currently have sites around Central, West and North West London where we are providing Clients with daily or weekly contract cleaning services. The sites we already manage and maintain includes offices, blocks of flats, retail stores and warehouse/industrial units. We are also constantly quoting for more work around London within the M25 and the Home Counties.

Our approved Partners are responsible for all operational elements of each site, which includes:

- Setting up each site with cleaning products, equipment & materials required to carry out the cleaning service on site;
- Managing staff (including covering sickness and holidays etc) carrying out spot checks, ensuring all products & materials are regularly stocked up and cleaning equipment works properly;
- Carrying out spot checks, correcting any service failures or omissions, notifying us of any changes/alterations to the service or personnel and providing a weekly report for each site on the cleaning performance for that week.

We are responsible for the Client Management of each site, which includes obtaining feedback about the service delivery, any additional services required on site, payment & credit control and ensuring that Partners payments are made in accordance with our Subcontractor Agreement.

End of Tenancy Cleaning

We currently work with 15 estate agents in North West, West and South West London as well as Surrey, Buckinghamshire, Berkshire

and Hertfordshire. The majority of our end of tenancy cleans are carried out in and around West Hampstead, Swiss Cottage, Finchley Road, Camden, Maida Vale, Notting Hill, Shepherds Bush, Fulham, Hammersmith, Brentford, Twickenham, Egham, Englefield Green, Slough, Guildford, Kingston, Sunbury, Ealing and Chiswick.

We currently handle between 50-80 cleans a month, which are supported by our approved Partners. Agents generally give us between 24/48 hours notice to carry out a clean and all of our approved Partners are aware that a quick response to availability is required to carry out our bookings.

Our approved Partners are responsible for all operational elements of each booking, which includes:

- Collecting keys from agents or meeting Clients on site on behalf of our ProClean division and carrying out the clean with their own products, equipment (including carpet cleaning machine) and materials;
- Taking before and after pictures of each property to show the state & condition before the clean and how the property was left on completion of the clean. Our approved Partners also provide a summary report for properties where there is extensive damage or items could not be cleaned;
- In the event that the cleaning carried out by Partners is not of the required standard and we are notified by the client, they carry out revisits at no additional cost to bring the property up to standard.

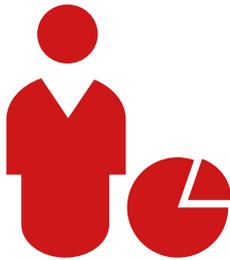
We are responsible for the Client Management of each booking, which includes obtaining feedback about the service delivery, handling any re-visit requests, payment & credit control and ensuring that the Partners payments are made in accordance with our Subcontractor Agreement.

ADVANTAGE OF THE OCC PARTNERSHIP PROGRAMME



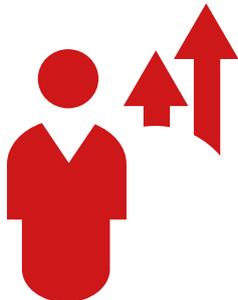
Financial Benefits

- Short & Long term commitments
- Fixed Rate Payments
- Regular Invoicing & Payment
- Cost saving for Sales & Marketing
- Access discounted products, materials & equipment



Flexibility

- Better organisation of work
- Mobile Access to work orders
- Choose between assignments
- Skills development
- Work in a variety of businesses sectors



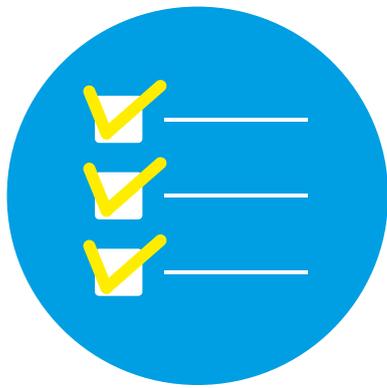
Skills and knowledge

- Professional Skills Development
- Varied working environment
- Expansion of professional experience
- Software & Techn Access
- Work on different projects for skills

JOINING THE OCC PARTNERSHIP PROGRAMME



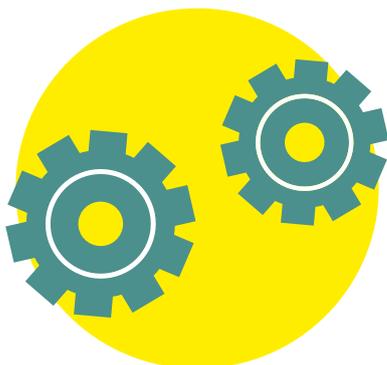
**Apply online (<http://organisedcleaning.co.uk/cleaning-partnership-london>)
or email
partnership@organisedcleaning.com**



Receive our Application Pack and complete the Initial Information Form



Set up an Interview



Complete the onboarding process & become an integral part of The Organised Cleaning Company!



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 020 7458 4433

 partnership@organisedcleaning.com

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