

**CUSTOMER ADVISORY BOARD  
PENSACOLA  
AUGUST 2006**

*Cleaning Notes*

The most popular question of the night dealt with our mistakes. I did notice one thing, however. Typically, this question takes up the majority of the meeting. But this group only discussed this subject for 15-20 minutes. Anyway, here's what we found.

We need to clean floors better. We're sweeping, mopping, and vacuuming. But we're not moving everything or cleaning all the corners. We explained that we are limited in what we can move because of safety concerns. We can move items such as chairs, barstools, and small tables. But we can't move heavier items such as sofas or kitchen tables. We learned that we need to better train our employees on what items are "movable". In the past, we've left it up to the individual to determine what items are able to be moved.

We also need to put more importance on bathrooms. Most of the customers indicated that their bathrooms were the most important areas in the home.

We're not always putting things back where we found them. For example, we're not putting rugs back into place after we've moved them to clean underneath. Another example deals with pictures on walls. Many pictures seem to be crooked after we've left the home.

Another mistake dealt with garbage can liners. Currently, we only supply a 7-10 gallon liner. So, bigger garbage cans present a challenge and we're forced to rely on your supply for the liner. Many of the customers felt that we should upgrade our liners to a bigger size to fit more cans.

Don't touch the dishwasher if at all possible. We've been guilty of putting dirty dishes in with clean dishes. It would be better if we simply cleaned the dishes by hand.

*Customer Service Notes*

One customer indicated that she referred a family member to use our services. Her family member wasn't particularly satisfied with our services. The family member indicated that we had made several mistakes and that she expected less mistakes. Our customer then asked if she had informed us of the mistakes. She said yes and that we asked to come back out to reclean the missed areas. But she didn't have the time nor did she want to be recleaned. So, our customer advised us to offer a discount for customers that no longer want our services as a result of cleaning mistakes. Showing the customer that we can correct mistakes may just be enough reason for that unhappy customer to continue to use our services. Sounds like a great idea to me.

The previous comment led to another question about customer feedback. We're still having a difficult time getting people to rate their service. The average feedback rate is just over 30%; which means that only 3 out of 10 customers are providing feedback to us. One of our customers recommended that we start a game with our employees. The employee with the most ratings wins a prize. Yet another great idea from our customer advisory board.

Another customer recommend that we teach each new customer the importance of the rating. Before their house is cleaned, let them know why they should spend the time to rate the service. We currently send each new customer an orientation package about our company. Plus, we get in touch with them after the cleaning to ask for feedback. One customer said that we should get two phone numbers for people that want to be contacted by telephone.

### *Miscellaneous Notes*

Each of the customers wanted to know the do's and do not's in a maintenance cleaning. We explained the process to them. That told us that most people didn't understand what a maintenance cleaning actually cleaned. Basically, we need to better explain the maintenance cleaning. So, we're going to start putting a description of a maintenance cleaning in the orientation package.

We continue to be amazed at the willingness to help from our customers. They made some very nice comments about our service and they mentioned that it's obvious that our goal is to provide great customer service. We also continue to realize that we aren't perfect. As long as have people, we'll have mistakes. But our customers seem to be ok with our mistakes as long we show a desire to correct and control the mistakes. We've got some great customers.

We had good night. Each customer was new to the board. Thanks goes out to Lola Correll, Brian Tucker, Jay McDonald, and Marsha Brown. One of these days I'm going to remember to bring my camera so everyone can see how much fun we have at the dinner.