

**CUSTOMER ADVISORY BOARD
FORT WALTON BEACH
December 2006**

Update From February 2006 Meeting

About one year ago, one of our customers recommended that we utilize a cleaning checklist every time that we clean a home. In our last FWB meeting, many of our customers indicated that we were not leaving the checklist behind for review. However, both of this meeting's attendees indicated that they receive the checklist each time.

We have discontinued the monthly raffle used to increase customer feedback. It started out with a bang, but it fizzled after about three months. In fact, our overall feedback had dropped below our historical average. At this time, we're still trying to figure out a way to increase our customer feedback. We asked this question during this meeting.

During the last meeting, we asked our customers if they would mind if we placed a triangular sign next to our car while cleaning their home. The idea was to use the sign as a marketing tool. Nobody seemed to care, so we went along with the idea. However, the idea fizzled out because it didn't work. Plus, it caused a lot of headaches for our cleaning staff. So, we decided to discontinue the use of these signs. We didn't want to veer too far away from our primary purpose...to clean houses.

Meeting Introduction

The good news is that we had a record number of customers who accepted our invitation to the meeting. The bad news is that only two of the eight customers were able to attend. Reasons varied from work schedules to holiday shopping. In any event, attendance for this meeting was an all-time low. We were discouraged initially because of all the last minute cancellations. So we decided to make some changes for the next meeting.

Next time, we're not only going to offer free food and drinks; we're going to also offer a free housecleaning. The two customers that attended this meeting were the first ones to receive our free housecleaning offer. We felt that we needed to reward them for their attendance.

Now we know that everybody can't attend. We're not suggesting that we're more important than your family. We know we aren't; especially during this time of the year. But we really need participation from our customers in order to make our business work. With customer feedback, we're just like everybody else. And if we're going to be like everybody else, you might as well not hire us. Because we're not worth the extra money.

Our goal is for our business to be a customer centered company. We want your feedback to drive the direction of the company.

Cleaning Notes

This topic typically generates the most feedback. In fact, we normally spend the majority of the meeting discussing this topic. However, we must be doing something right because neither customer expressed much dissatisfaction.

One of the customers indicated that we didn't always clean the ceiling fans. Another customer indicated that we didn't clean the baseboards every time. The baseboards have been the most consistently inconsistent area that we miss. Currently, we scrub your baseboards during a deep cleaning and we lightly wipe your baseboards during a maintenance cleaning. It's difficult for us to scrub the baseboards each time due to time constraints. So we asked each customer what their opinion was on the subject. One of them said that nothing needed to be changed. The other one suggested that we spot scrub the baseboards that need the most attention.

Also, both customers mentioned that we don't clean behind doors real well. Finally, one of our customers mentioned that we need to clean the trash cans better. We're changing the liners, but we're not wiping down the trash can itself.

Customer Service Notes

As far as customer service goes, it was landslide victory for us. Neither of the two customers said anything negative about our customer service. In fact, both customers were overly appreciative of our commitment to customer service. There should have been a camera in the room because it would have been an awesome commercial.

The only thing that was mentioned is that we should print our phone number on the checklist. This may increase customer feedback. Easy enough, it's done.

Also, both customers provided their email address to us so that they could provide their customer service rating after each cleaning. Both customers felt like email was the best way to reach them. They advised us to push more and more customers into email correspondence.

Miscellaneous Notes

We asked each customer how they had initially heard about our service. One of the customers actually walked into our office one day. This is extremely rare since we have about five customer visits per year. The other customer indicated that they read our ad in the local newspaper. We then asked each customer to provide us with some examples of marketing that they thought was successful.

One customer advised us to utilize a local jazz radio station. The customer thought that the station's audience would be a perfect fit for our type of business. The other customer had another great idea. Contact the local vacation rental agencies and inform them that we can help them when they need help during the summer. Of course, we don't clean on the weekends and we don't clean condos for tourists typically. But we could spell out our services and they may need us in a pinch one day. Sounds like a plan to me.

Both customers mentioned that they would like for us to offer additional services, such as outside window cleaning. We expressed our concern that we didn't want to veer too far away from our primary work. Of course, they did say that they would be willing to pay us. So, you never know...we might just do something like that. Money does talk.

Thanks goes out to Phil Jackson and Patti Overholt. You've got one free housecleaning coming your way. Although attendance was low, the meeting was still successful. Both customers seemed to enjoy the evening and we enjoyed meeting both of them. It was my first chance to meet either one.

In a final plea, please attend our next meeting. We're willing to give you a free housecleaning just for you helping us get better at helping you. Without you, our pledge to customer satisfaction goes unfulfilled. We need you in order to know how to make you happy.

Have a Merry Christmas!