

# CLEAN Sweep



The idea that a clean, healthy building creates a welcoming atmosphere for its occupants is garnering a great deal of attention in the C-suite these days.

**The impact of high quality cleaning services on productivity, employee satisfaction and brand reputation.**

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the cleaning staff themselves experience fewer incidents of skin, eye, and respiratory irritations, allergies, multiple-chemical sensitivities, headaches and nausea.



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In addition to potentially improving employee health, which could also lead to a reduction in worker sick days, professional cleaning services also preserve and protect building assets such as carpets, floors, and tile surfaces. It can prevent excessive wear and extends life spans of a facility's assets – whether those assets listed above or any number of other infrastructure components of a building – which of course can directly affect the bottom line.

Also, day cleaning, a newer approach to sustainability that delivers energy efficiencies based on cleaning staff not being present after regular office hours, has many benefits in terms of both employee satisfaction and productivity. Why? Because it generates fewer complaints from employees, who can see the work being done first hand.

Beyond the health benefits, productivity improvements and cost-savings the right cleaning solution can bring, a sparkling workplace can also be an excellent marketing tool, whether you're trying to impress prospective clients, lease space or sell the building.

Many organisations overlook the fact that the appearance of their facilities reflect just as strongly on their brand reputation as the quality of their products and services. When a potential client walks through the door and enters your business they will immediately judge your company based on what they see. There is always the possibility that clients who walk into a dirty office will immediately question the company's credibility, which could have a direct impact on any brand.

When we start to connect the dots between proper cleaning, employee attendance and performance, customer satisfaction and spending, then the value of commercial cleaning will be better understood and it will be harder to cut cleaning budgets — or always choose the lowest bidder. A comprehensive cleaning strategy from an experienced provider is paramount to maintaining productivity, employee satisfaction and brand reputation.

Building owners or facilities managers commonly make the mistake of viewing cleaning services as a cost instead of an investment. Executives—most notably the CFO's within organisations—frequently need to be reminded that maintaining a spotless and sanitary environment will pay for itself many times over—often in unanticipated ways.

In fact, some experts have said that the cleanliness of a working environment could possibly play a key role in keeping workers healthy and productive. By boosting peace of mind on the job and even attendance—and in turn, productivity and customer satisfaction—the cleaning services industry can build a financial argument that will convince even the accountants.

Don't believe your workplace is dirty? Think again. A recent "unhygienic workplace study" in Australia has found that an average office desk contains nearly 400 times as much bacteria as a toilet seat, costing businesses in that country \$5.4 billion in lost earnings. But contaminants are not isolated to surfaces. According to the US Green Building Council, indoor air is a major component to a facility's environmental quality and a major factor in employees' health and wellbeing. In addition to changing air filters regularly and proactively, another key to maintaining clean air is to eliminate or control the contaminants with a consistent, high quality cleaning service.

How can you be sure that the cleaning provider you've hired is best equipped to keep your facility free of contaminants and improve air quality, improving worker health? It's imperative to seek out providers that strive to hire cleaning professionals who take pride in their work. Too many cleaning companies take shortcuts, and results can often show. Look for a provider that focuses on empowering its cleaning staff through proper training and the latest in tools and products.

Selecting cleaning products that are environmentally friendly is also a key factor to improved indoor air quality. The evolution of green cleaning has resulted in companies using safer processes, such as electrolysed water. Studies have shown that building occupants, visitors and even

