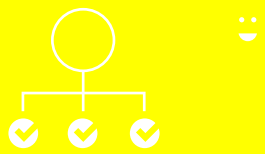


Four important labor trends in commercial cleaning

There's tremendous opportunity in the commercial cleaning industry. There are, however, enormous challenges, too. Commercial cleaning firms are investing in employees in a big way, to improve retention and quality of service. Here are four employee-related janitorial services trends that any firm can profit from:



The increased recognition of the business-building value of effective training has led to a wealth of options, from courses for employee onboarding, to specialized "green cleaning" instruction, to continuing education offerings for managers.

Paid time off, health insurance, individual employee recognition awards and even old-fashioned company picnics are all on the "employee perks" menu now.

From use-level monitoring apps to floor-cleaning robots, today's ultra-connected tech is transforming the way commercial cleaning services work. These innovations have the potential to make employees much more efficient and effective.

Trend 4

A "healthy, green clean" appeals to both employees and customers

Multiple surveys show that customers prefer to do business with companies that care about sustainability – and employees, especially the up-and-coming generations, prefer to work for them, too.



Opportunity

\$175 billion

projected annual US revenues by 2020

Challenges

55%

average yearly cleaning company business base loss



Key drivers of customer defections

- poor performance
- low quality cleaning
- pricing
- management

up to

400%

annual high rate of employee turnover

\$3,300

average cost to replace an employee

Sources: What is the total cost of replacing a typical hourly employee? - Qlicket.com | How Janitorial Turnover Impact your Business - 4-M.com | Janitorial new hire orientation - Green Clean Institute | Cleaning Management Institute - ISSA | What BSCs must do to solve retention woes - Clean Link | The importance of employee recognition - Clean Link | Providing perks to retain employees - Clean Link | Statistics on the commercial cleaning industry - Clean Link | Top 3 commercial cleaning trends in 2019 - Wilburn Company | Improve janitorial bids by focusing on efficiency - Clean Link | IoT restrooms are smart business - ISSA

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