

Why Use A Professional and Experienced Deep Cleaning Service?
The Four Key Questions Every Hotel Management Team Faces in Deciding to Clean Their Property
A Primer by Renue Systems

Question 1: Should I clean our property or postpone the decision to save money?

We certainly advocate regular maintenance to keep the quality of your property strong. All major carpet manufacturers agree with this philosophy. Key reasons include:

- 1) **Extends Life of Assets:** For every \$1 spent per year on maintenance, periodic capital expenditures for carpet replacement of more than \$25 can be deferred
- 2) **Generates Additional Revenue:** Higher guest satisfaction leads to repeat customers and referral business
- 3) **Raises QA Scores:** Cleanliness is a key factor in property inspections
- 4) **Improves Work Environment:** A clean workplace has been shown to increase productivity, improve the health of employees and customers and make the environment more sustainable

Question 2: Now that I have decided to clean my property, should I outsource the work or use our internal staff?

While using existing staff may sound attractive, there are many important benefits to relying on a third party, such as:

- a. **Saves Hidden Costs:** Avoids overtime of staff or hiring additional staff
- b. **Minimizes Employee Burden:** Frees up staff to do other work
- c. **Improves Results:** On-site staff often is not well trained and does not have access to high quality machines and chemicals
- d. **Reduces Management's Focus:** Partnering with a reliable company means that management does not need to focus on the work and can rest assured it will be done right and in a timely manner
- e. **Simplifies Process:** Eliminates need to buy, maintain and store equipment and chemicals and to train staff
- f. **Adds to the Bottom Line:** Due to the experience of an outside company, worker productivity is high, so faster turnaround means that rooms can be put back into usage – and return to revenue generation – more quickly
- g. **Works Within Occupancy Constraints:** An outside company can field a team of workers to clean the entire property in a short window of low occupancy

Question 3: Now that I have decided to use an outside company, should I bring in experienced professionals or search for the lowest cost provider?

While tempting to shop exclusively for the best price, like many services often the low cost provider is the low quality provider. Other reasons consist of the following:

- a. **Increases Return on Investment:** High end hotels charge a premium because their guests expect high quality results – similarly, superior vendors require a premium to maintain their quality work
- b. **Anticipates Needs:** A company with deep experience and sole focus servicing the hospitality industry knows the needs of its customers and customizes its service offerings and business practices specifically for its hotel customers

- c. **Improves Quality:** With certified and highly-trained employees, continual R&D and state-of-the-art chemicals and equipment, the outcome is fewer problems with better results
- d. **Streamlines Decision-Making:** Utilizing a vendor with comprehensive service offerings enables the hotel to address almost all needs with one partner – one-stop shopping
- e. **Meets Hotel-Specific Requirements:** Given the realities of hotels, a company working with them that is not responsive, reliable, professional and nimble will be less helpful

Question 4: Now that I have decided to use professionals, does it matter that they have portable cleaning equipment or truck mounted units?

The biggest determinants in the quality of service are the skill of the technicians and the effectiveness of the chemicals used, and not the specific equipment used. While in many settings the more expensive and larger piece of equipment (a truck mount) is recommended over a portable unit, for hotels this is certainly not the case. A portable machine is better suited for the hospitality industry for the following reasons:

- a. **Avoids Hazards:** Because portable units do not require long hoses which need to be connected to a truck in the parking lot, there are no unsightly hoses dragged through the hallways and other common space – the most visible areas of a property
- b. **Increases Results:** The motor of a portable unit is typically no more than 25' from the area being cleaned. Especially for larger properties, the vacuuming suction of a truck mount weakens substantially because a long hose is necessary to reach inside a property's higher floors and interior areas
- c. **Improves Safety:** A portable unit eliminates the dangers resulting from a truck mount's long hose that causes doors to remain open and unlocked, violates fire codes and can cause guests and employees to fall
- d. **Compares Favorably with Heat:** Many portable units now come equipped with a heater, thus making obsolete the historical advantage of a truck mounted unit – and even so, for most surfaces excess heat can damage the carpet fibers

Renue Systems is a leading provider of high-quality deep cleaning services to the hospitality industry. Founded in 1991, through our 30 offices across North America we address the comprehensive needs of thousands of properties, to many of which we are preferred vendor partner. More information can be found at www.renuesystems.com, contact@renuesystems.com or (866) 543-0800.