



▶ SMALL THINGS THAT CAN MAKE A HUGE DIFFERENCE 1



▶ HOW CAN WE GUARENTEE TOTAL CUSTOMER SATISFACTION 2



▶ THE RIGHTFUL DEMANDS OF THE NEW ECONOMY CUSTOMER..... 2

○ MARCH | ○ 2012

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At Your Service

BACK BY POPULAR DEMAND

PROVIDING MORE VALUE CREATING A SAFER ENVIRONMENT

SMALL THINGS THAT CAN MAKE A HUGE DIFFERENCE

As an avid reader and researcher on articles books and even journals that addresses the most insignificant issues that prevent companies from providing exceptional service, with adoration and immense admiration I take my hat off to author Michael Levine. Never before in my pursuit for perfection as a devoted green cleaning service provider have I read a book so compelling and meticulous about the importance of providing polished operations and professional customer service. He speaks on the most simplistic issues that many businesses both large and small often overlook or have subsequently taken for granted. Metaphorically he addresses this unprofessionalism as 'A Broken Window'. The broken window theory is defined as such: "If something as small and innocuous as a crack pane exists it does in fact send a signal to those who pass by every day. If it is left broken, the owner of the building isn't paying attention or doesn't care.

This could mean more serious infractions subsist" explains Levine. This theory immediately resonated with me as I knew its concept was transferable to the cleaning industry and how some business owners operate. In the cleaning industry (e.g. house-keeping) simply not returning a client's email or phone call in a timely fashion or perhaps not asking the client if their satisfied with the cleaning agent's arrival time or performance can be classified as a broken window. While imperfections will exist, it's our responsibility to repair those windows (performance) as expediently as possible. If not it clearly prevents the customer from having an outstanding experience they rightfully deserve and are paying for with their hard earn money. Paying attention to detail never allowing the brevity of a request to go unnoticed—no matter how diminutive it may be—is what truly credits our company as being adept and proficient in the providing of our services.



THE RIGHTFUL DEMANDS OF THE NEW ECONOMY CUSTOMER

For the softhearted and delicate customer please beware of the following paragraph. I chose not to sugarcoat the painstaking realities of inept servicing companies who to some degree continue to thrive on the trust bestowed onto them by earnest unsuspecting customers.

Many cleaning companies over the years who as a result accumulated a large roster of clients gradually began to operate with lackluster, no longer critiquing details in which most customers deservingly looked for and was sold to believe (i.e. broken window). These are the same customers that up until now have loyally remained as clients hoping that their hired cleaning companies employed will restore the integrity they once had. Don't hold your breath. Personally I'm appalled by what many cleaning companies have resorted to. Time and business growth should beget proficiency not deficiency. It's my contention that servicing companies have an ongoing responsibility to the customer. It's you (the customer) that reigns as MVP for any business. Green Environment cleaning corp. is an emerging privately owned cleaning company that is determined to earn back the allegiance and gratitude you are so willing to give. We want to be easily recognized by satisfied customers as a whole who are

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eager to label us as true professionals. The days of the free gift or unbeatable discount offers provided by online discount websites used as bait to capture your attention will be numbered. Recent surveys conducted reflected a large percentage of residential cleaning customers unhappy with the end result. Customer service to say the least was lackadaisical inadequate or unprofessional - broken window. You want the best. It's

only when there is no perceivable best that anyone would resort to price. Price should not be any cleaning companies main Feature – it should be a by-product of its performance. Quality however & professionalism ultimately beckons. Its back by popular demand (by you) the responsible professional consumer determined to get what was promised and rightfully paid for – a cleaning company providing an exceptional experience while rendering a phenomenal service. After all isn't that what you should expect?

The new economy customer 'you' who truly rely and depend on professional cleaning services rightfully deserves more. Green Environment Cleaning Corporation will deliver— because we clearly understand that very subtle distinctions in performance can have a huge impact on ones overall perception.

HOW CAN WE GUARENTEE TOTAL CUSTOMER SATISFACTION



While committing to providing professional customer service — deemed as a prerequisite, we at Green Environment cleaning corp. know it's only one aspect of expected performance. There are several other dynamics equally important to guaranteeing the satisfaction and lasting relationship between you and our company. Its imperative we understand that each individual client calibrates what they perceive as value - what quality of service means to them. No two clients are alike. Therefore having a 'cleaning profile' on you (the client) detailing what your specific needs are, your unique requests or any uncommon concerns you may have will be included in your profile as standard procedure. We want to guarantee complete customer satisfaction each and every time we are employed to do a job. Isn't that what you're looking for?

We hope you find this e-newsletter informative and thought-provoking, and we welcome your feedback.

Thank you for your interest.

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