

THE DEFINITIVE GUIDE TO

RETAIL SHINE




TIPS, TRICKS AND STRATEGIES TO
MAXIMIZE PROFITS WITH A CLEANER STORE

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THE COST OF GRIME

CUSTOMERS' RESPONSES TO A DIRTY ENVIRONMENT¹



cleanliness can elevate a good business into a great business



are concerned for their safety in a dirty environment



are willing to overlook customer service if the business is noticeably clean

If you were to ask a consumer what makes for a positive in-store shopping experience you might think low pricing, wide selection, and excellent customer would be at the top of the list but 92 percent of consumers say they will not return to a store if the space is not fresh and clean.¹

92% of customers will not return to a dirty store¹

A clean and hygienic environment leaves a lasting impression on shoppers and on the other hand, a dirty and unkempt store may result in loss of customers and potential revenue. In fact, a Consumer Reports survey found that cleanliness was the common denominator among all top-rated grocery stores.²

The retail shopping environment continues to change and so do cleaning strategies. In the past, cleaning was done during times when store traffic was low but that has changed as 66 percent of customers now want to see more frequent cleaning as they return to brick-and-mortar retail.³ Visible cleaning is now a must for retailers as clean and hygienic environments take center stage.

Responsible cleaning practices can prevent staff and customer illnesses and injuries that may result in high financial burdens on the store—burdens far more than the day-to-day maintenance required to keep a store clean and sanitary.

So why do so many stores struggle with cleanliness?

Many employees may consider cleaning boring or difficult and put off the job until it becomes insurmountable. By then employees may be used to how the store looks and lose sight of the customer's perspective: they become blind to the mess. Some employers may not budget enough time for specific jobs or try and make do with few janitorial staff or with untrained staff and improper equipment.

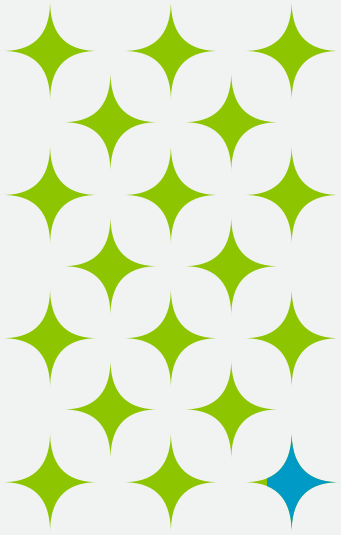
To address this issue, create a cleaning schedule that details the proper methods for cleaning, equipment needed, and frequency of cleaning. Have a check-in meeting with your staff on a consistent basis to discuss what methods are working well and what can be improved upon. Use the information you gather to adjust your cleaning schedule/punch list to meet your ongoing needs. Setting specific time away from the day-to-day janitorial responsibilities to discuss what is working and what is not working, will not only improve your stores appearance but also improve your staff morale as they engage in ongoing improvements upon their work.

Keeping your store clean and tidy generates trust and respect in your customers and staff, and increases confidence in your brand. The monetary value of a clean and hygienic retail space cannot be overestimated. The P&G Professional Consumer Cleaning Insights Survey states, "It doesn't matter how good the service is or how wonderful the employees are, it's how clean and fresh the establishment is that matters most for 92 percent of consumers when deciding if they will become a repeat customer."

What steps can your company take to ensure consistence floor cleaning performance?



THE FOUNDATION OF A GREAT IMPRESSION



91%

of customers agree that they are more likely to have an overall negative opinion of the business if it is not clean¹

BUILDING A RETAIL FLOOR CLEANING PROGRAM

A recent study found that over 91 percent of customers agree that they are more likely to have an overall negative opinion of the business if it is not clean,¹ putting store aesthetics in the spotlight more than ever. It goes without saying that a big part of a customer's impression of your business depends on floor care.

On any given day, your floor endures customers tracking in dirt, debris blowing in, spills that must be mopped, along with the everyday scratches and dings from day-to-day use. All of this must be swept, cleaned, scrubbed, buffed, and polished way.

Maintaining a clean, dry floor that is safe and attractive can be a real challenge.

You must first make some important decisions about your floor care program. Whether you will choose an in-house, outsourced, or hybrid floor care program will depend on your company's size, available resources, and the degree of control you want to maintain.

WHICH PROGRAM IS RIGHT FOR YOUR RETAIL OPERATIONS?



IN-HOUSE






HYBRID



OUTSOURCED

Which Program is Right for Your Retail Operations?

	IN-HOUSE 	HYBRID 	OUTSOURCED 
Retailer Responsibility	Buy equipment and supplies; hire labor.	Buy equipment and supplies; outsource the labor.	Buy 'the result.'
Advantages	Allows you to choose manufacturers and suppliers you trust; offers the greatest level of control.	Allows control of both equipment and supplies, but offers labor flexibility provided by outsourced cleaners.	Less overall responsibility; frees up managerial time for other purposes.
Challenges	Selecting manufacturers and suppliers that are well matched geographically, flexible and able to support and implement consistently across locations.	Careful research is needed to determine the best in-house / outsourced split for your company's needs.	Less control of the process; choosing the right cleaning contractor and right service package is of vital importance.
	Responsibility for entire process falls on retailer and individual stores.	Dependence on janitorial contractors to perform well. Many times multiple contractors across your chain.	Finding cleaning contractors for all locations. May need to manage multiple cleaning contractors.
Take-away	Leverage your manufacturer partners to help implement your floor care process and make smart decisions based on your goals and objectives.	Taking an active role in decisions about the type of cleaning equipment and materials used will help ensure cleaning program provides optimal results and maximum labor flexibility.	Choosing the right vendor is of utmost importance. Look for companies with engaged and experienced managers. Stay involved and be clear about what you want for your company.

ONCE YOU HAVE DECIDED ON THE BEST FLOOR CARE PROGRAM FOR YOUR BUSINESS, THERE ARE SEVERAL GUIDELINES YOU MUST FOLLOW IN ORDER FOR YOUR PLAN TO BE A SUCCESS.

1 Training on the Frontlines

The cleaning staff must be properly trained to service your business, whether they are contracted or in-house. New staff must complete training, including education on equipment use, how to safely clean up spills, and to reinforce which areas have priority. Training programs must be updated on a regular basis to ensure consistent quality.

2 Invest in the Sparkle

Given how powerful cleanliness is as a customer motivator, it only makes sense to create a reasonable budget dedicated to keeping your places of business sparkling. Utilize floor cleaning manufacturers as experts on what model will work best for your stores and how you can effectively manage the process. Invest in innovative equipment and technologies that make cleaning simpler, and strategies that make the most effective use of your employees' time, rather than aiming for shortcuts. Such strategies and equipment may be more cost-effective in the long run.

3 Safety First

Spills, trips and falls are the second most common cause of lost-workday injuries.⁴ Wet and dirty floors cause many of these injuries. Consider purchasing or requesting equipment with good water recovery, and ask for detergent-free cleaners to minimize the risk of slips and falls, handling of chemicals, and environmental impact.

4 An Ounce of Prevention

Why clean when you can prevent your floors from becoming dirty in the first place? Properly placed mats at the entryway of your business can reduce the amount of dirt tracked into your store by up to 85 percent if properly placed and maintained.⁵ Additionally, small, maneuverable floor scrubbers should be used at entryways in order to prevent dirt from being tracked further into the store.



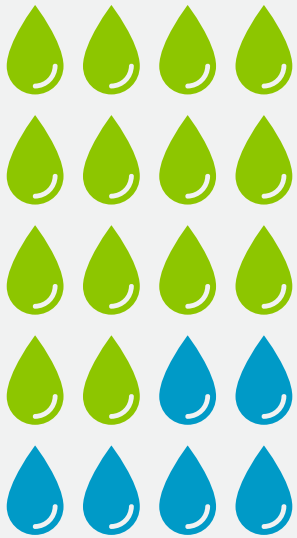
85%

reduction in dirt by placing mats in the entryway⁵

By integrating these strategies and choosing the best floor care plan for your business, you can increase efficiency, save money, and create a welcoming, healthy environment for your customers and staff.



PARTNER WITH EXCELLENCE



UP TO **70%**

water use reduction
with the use of
modern equipment⁶

CHOOSING A FLOOR CLEANING PRODUCT MANUFACTURER

Budgeting time and money, maintaining standards of consistency and quality, managing cleaning equipment and supplies, and overseeing the cleaning staff or contractor are just some of the many challenges retailers face when ensuring that their stores stay clean and welcoming. In order to confidently and effectively manage all of these aspects of the job, the savvy retailer will establish a clear and logical routine for cleaning and utilize the best and most cost-effective equipment and service.

Look for manufacturers that can help you deliver consistency to all your locations and have equipment specialists who are knowledgeable about your business. The right floor cleaning equipment specialist can help you make these decisions by performing a site survey and leveraging their expertise in retail floor care. During the survey, the specialist will take note of the material of your floor, the finish, and the size of your space in order to determine what equipment and cleaning materials are best for your store. They will offer time-saving innovations, environmentally friendly cleaning products, and budget-friendly solutions.

EQUIPMENT BUILT TO LAST

Product durability and quality are extremely important in keeping costs down and driving productivity. You cannot afford to have a machine down at any time, especially during the holidays and busy seasons. High quality machines with strong performance that clean on the first pass reduce rework for your staff, saving time and money.

INNOVATIVE SUSTAINABILITY

It is very important to work with product manufacturers that offer sustainable product and equipment options such as detergent-free cleaning methods, as customers and employees are becoming more environmentally conscience and may even be sensitive to certain chemicals. Additionally, modern equipment can use up to 70 percent less water than conventional floor-cleaning equipment.⁶ Replacing or decreasing environmentally unfriendly chemical cleaners with innovative detergent-free solutions that don't require them is a smart move both environmentally and financially.

FLEXIBLE OPTIONS, RELIABLE SERVICE

Flexibility and reliability are some of the most important considerations when selecting a cleaning product manufacturer. Look up the company's delivery methods, lead times, and check out their rental options. Some companies

will even work to refresh your own equipment if you move it to a new site. You should also ensure they have nation-wide factory-trained service and support. It's all well and good to have top-of-the-line cleaning equipment at your disposal; but if it breaks, your cleaning equipment manufacturer should be ready to service it immediately, so that you can get back in the game.

EXPERT TRAINING

Finally, ensure that the manufacturer or equipment provider you choose offers high-quality training programs for their equipment. Without good training, inexperienced users or outside contractors may damage your investment, either by damaging the machine itself, or the floors you intended to protect.

It is vital that you choose the right floor care solution partner to ensure that you receive reliable, experienced, and cost-effective solutions that fit your business.

Product durability and quality are extremely important in keeping costs down and driving productivity.

KEY CHARACTERISTICS OF THE RIGHT PRODUCT PARTNER



DEPENDABLE AND RELIABLE MACHINES



INNOVATIVE FEATURES



SUSTAINABLE SOLUTIONS



STRONG DELIVERY CAPABILITIES



NATIONAL FOOTPRINT FOR SERVICE & SUPPORT



A GREENER CLEAN

EMPLOYING ENVIRONMENTAL BEST PRACTICES

Using environmentally-friendly products and practices whenever possible is simply the right thing to do. It's also the right thing to do for your bottom line: as over 70 percent of consumers are willing to pay more for socially responsible products and services.⁷ More and more retailers are seeking to certify their buildings through the U.S. Green Building Council Leadership in Energy & Environmental Design (LEED) because they know it is good for the environment inside their buildings and out.

Environmental friendliness does not have to mean a compromise in cleanliness or budget. In fact, environmentally-friendly solutions often turn out to be the most cost-effective, since they use fewer resources to achieve the same result or better.



70%

of consumers are willing to pay more for socially responsible products and services⁷

The Impact of Going Green

GOAL	HOW	BECAUSE
Improve air quality	Reduce dust through better floor care; look for machines that have HEPA dust control air filtration.	An estimated 55 million American adults suffer chemical sensitivity from exposure to common chemical products and pollutants such as insect spray, paint, cleaning supplies, fragrance, and petrochemical fumes. ⁶
	Decrease emissions by removing older cleaning equipment or replacing propane run machines.	
Reduce detergent usage	Switch to detergent-free cleaning products to reduce waste, decrease shipping costs, and minimize exposure to VOCs (volatile organic compounds) for your customers and employees.	Overexposure to commercial detergents can be harmful to your customers and employees.
Reduce energy consumption	Many burnishers still run on propane. By using burnishers that run on batteries, you can increase productivity while using less energy and eliminating propane usage.	Cutting down on the use of propane and other pricey fossil fuels can only help your bottom line. Less energy consumption is good for the environment.
Reduce noise pollution	Look for cleaning machines (burnishers, scrubbers, sweepers, vacuums) that have low decibel levels that allow for daytime cleaning.	Using a quieter device allows for daytime cleaning that does not disrupt customer shopping.



SAVE YOUR COMPANY TIME AND MONEY WHILE BEING MORE ENVIRONMENTAL CONSCIENCE



AN IMMACULATE BALANCE



Develop a schedule to create the ideal balance between life of the carpet and the cleanliness of your store.

EMPLOYING SOFT FLOOR AND CARPET MAINTENANCE BEST PRACTICES

The maintenance of soft floor coverings like carpet requires a reasonable and methodical schedule of a variety of cleaning techniques.

Vacuuming can help your carpet look neat and clean. However, over-vacuuming an area can create wear and tear on the carpet fibers. By keeping a reasonable schedule of vacuuming low traffic areas once a week, and high traffic areas every day, you can create the ideal balance between the life of the carpet and the cleanliness and attractiveness of your store.

Vacuuming alone isn't enough. A rapid-dry carpet cleaning is a great way to keep your carpets looking well cared-for in between the deep-clean of a restorative carpet cleaning. How often you need an interim cleaning will depend on the wear your carpet sees on a day-to-day basis, but will generally be from three to six weeks.

After six months to a year, your carpet may be in desperate need of a deep, restorative carpet cleaning with an extractor.

A great way to remember your floor-cleaning routine is D.I.R.T:
daily carpet care; interim solutions; restorative care; and treatment of spots.

DAILY	INTERIM	RESTORATIVE	TREAT PROBLEM AREA
<p>FREQUENCY Every day</p> <p>RESULT Clean daily dirt from high traffic areas</p> <p>ACTION Vacuum</p>	<p>FREQUENCY 1-6 months</p> <p>RESULT Remove dirt with limited disruption</p> <p>ACTION Rapid Drying Carpet Cleaning Technology</p>	<p>FREQUENCY 6-12+ months</p> <p>RESULT Deep Cleaning</p> <p>ACTION Extraction</p>	<p>FREQUENCY Immediately as needed</p> <p>RESULT Quickly remove stains</p> <p>ACTION Spot treatment</p>



GETTING THE GLISTEN

EMPLOYING HARD FLOOR MAINTENANCE BEST PRACTICES

The material and coating of your floors is an important factor in determining which products and equipment to use to produce the best results. If it is performed incorrectly or not done often enough, floors can discolor, show signs of wear, or coating can peel away. Therefore, it is vital that, whether you self-clean or use a contractor, you are able to do a site inspection or leverage a floor care specialist in order to determine the best possible routine and range of products for you and your business.

As with any type of flooring, having good-quality matting at the entrance of your stores can prevent up to 85 percent of dirt from being tracked inside.⁴ This saves time and money by reducing the amount of spot-cleaning you must do throughout the day. You should clean your hard floor daily to remove surface dust and dirt. A floor scrubber can help you perform this daily job swiftly and efficiently, with minimal water. You should also treat problem areas as needed, cleaning up spills or wet areas immediately.

Your floor should also receive a daily or weekly burnishing to restore its shine without damaging your floor’s coating.

Finally, a deep, restorative clean should be performed every few months to a year. This involves removing the old finish from your hard flooring and replacing it with new. Though this sounds like it might be an expensive or laborious process, an orbital scrubber can make it easy and cost-effective. A restorative clean will get your store looking so fresh and new, your customers will think you’ve re-done your entire floor.

A great way to remember your floor-cleaning routine is D.I.R.T: daily scrubbing; interim burnishing; restorative care; and treatment of spills and problem areas.

DAILY	INTERIM	RESTORATIVE	TREAT PROBLEM AREA
<p>FREQUENCY Every day</p> <p>RESULT Remove dirt</p> <p>ACTION Scrubbing</p>	<p>FREQUENCY 1-7 Days</p> <p>RESULT Restore finished floor shine</p> <p>ACTION Burnishing</p>	<p>FREQUENCY 3-12 Months</p> <p>RESULT Remove worn finish</p> <p>ACTION Mechanically strip and add new finish</p>	<p>FREQUENCY Immediately as needed</p> <p>RESULT Clean spills or wet areas</p> <p>ACTION Scrub with compact machine</p>

Hard floors should be cleaned daily to remove surface dust and dirt.



GLEAMING AS NEW



Facilities managers will want to ensure that the shine of polished concrete remains as attractive as when they first purchased the material. Polishing solutions that produce minimal dust and operate quietly can be used even during normal operating hours.

PRESERVING POLISHED CONCRETE

Polished concrete has been touted as a 'maintenance-free' floor system, with a long life span and an attractive price tag. If properly maintained, polished concrete flooring can be a sound investment for your business, providing excellent traction and an easy and simple cleaning routine without the need for waxing, stripping, or buffing. The National Floor Safety Institute (NFSI), confirms that polished concrete provides the highest level of consistent traction over other flooring choices.⁹

However, that does not mean that a polished concrete floor does not require regular care. There are certain best practices that, if carried out in a timely manner, will ensure that your concrete flooring stays attractive and in good repair.

PROTECT YOUR SHINE



Always

Place mats at entrances to catch dirt.

Sweep sand and grit away immediately to avoid scratching the surface. Pay especial attention to entryways.

Ensure that you mop up spills immediately, especially around frozen food or juice sections of stores. Polished concrete can stain!



Daily

Use a microfiber mop for dusting.

Use a low-pressure scrubber and ensure that staff, whether in-house or outsourced, understands which pads and brushes are appropriate for polished concrete.

If you do use detergents, do not allow them to dry on the floor, as they may stain.



CLEAN SMARTER

EMPLOYING ASSET MANAGEMENT AND BUSINESS INTELLIGENCE METRICS

According to a survey from P&G Professional, 92 percent of consumers consider cleanliness an important aspect of becoming a repeat customer.¹ The importance of a sanitary, safe, and spotless store cannot be overestimated. With facility managers consistently being asked to do more with less, improving productivity can be a key to cost-effectively maintaining a consistently clean fleet of stores.

While improving productivity is a key priority for 71 percent of in-house facility managers,¹⁰ many have not developed clear strategies to address this issue. One of the reasons for this discrepancy is that they don't have accurate data to determine where productivity might improve. If each facility manager is coming to their own conclusions, this can contribute to inconsistent standards of cleanliness from store to store.

Data-Driven Efficiency

Business intelligence metrics are increasingly employed in order to diagnose operational efficiency issues and help optimize the use of available resources.

These asset management solutions offer the opportunity to monitor:

- overall cleaning costs
- machine usage, including average daily use
- critical alerts that require immediate attention
- trends and outliers, and pinpoint opportunities for improvement
- the progress of specific organized efforts to increase productivity

Using the same assessment management technology means greater consistency throughout the fleet.

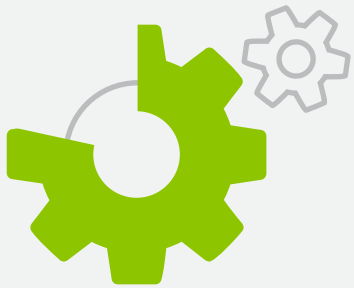
With labor accounting for 75- 80 percent of most janitorial budgets,¹¹ an asset management solution can help make the best use of employees' time and reduce labor-related costs. If a particular machine demands more operator time, it may be time to update staff training, and refamiliarize with best practices. On the other hand, if it appears every machine is over-utilized, it may be time to expand your cleaning fleet to improve productivity and decrease machine breakdowns. Detailed data can also be used to determine how much equipment to purchase for a new site.

The Payoff

Both C-suite executives and retail facility managers may find this new technology intriguing, but is it worthwhile?

Using business intelligence metrics is a smart move for retail facility managers, providing a cleaner store that is more pleasing to customers through increased productivity. Through the use of these technologies, retail managers can see continuous improvement in their productivity, and their bottom line.

Data driven cleaning fleets achieve higher productivity and higher customer satisfaction.¹²



71%

of in-house facility managers say improving productivity is a key priority¹⁰



READY TO IMPRESS

The best way to make an impeccable first impression on your customers from the moment they walk through your doors is to keep your business clean, bright, and welcoming. A goal you can achieve with a thorough floor care program. Use this checklist as a guide as you develop a program designed to increase sales and customer satisfaction with a safe, healthy, pristine space.



Decide on a Cleaning Program

Decide whether an in-house, outsourced, or hybrid cleaning program is right for your store, your team, and your budget. Regardless of which option you choose, make sure you stay involved in the decision making process to ensure the job meets your standards (as well as the standards of your customers).



Select the Right Equipment Partner

As you research machine partners, consider one who can support all your stores and has a reputation for dependable, quality machines. The right partner can also help you leverage new technologies to get the job done more efficiently and effectively.



Consider the Environment

Bolster your brand's reputation and bottom line by using equipment that requires less power, reduces water consumption, and minimizes use of harsh detergents. These greener programs not only appeal to the 70 percent of consumers who prefer to shop brands that are environmentally conscious,⁷ but can also help maximize your cleaning budget.



Stick to a Carpet & Soft Floor Care Schedule

Keep carpet and soft floors looking great by vacuuming high-traffic areas once a day, medium-traffic areas three times a week, and low-traffic areas once a week. Aim to complete deep stain removal every few weeks and complete an even deeper, restorative clean every six months to a year.



Establish a Hard Floor Care Plan

Choose hard floor care products specifically designed for the materials installed in your stores and develop a schedule to match. Clean and burnish floors regularly to remove surface dust and dirt. Every six months to a year replace old floor coating to fully restore floors to their former glory.



Protect and Maintain Polished Concrete

Place mats in store entryways and sweep sand and grit immediately to prevent scratching the polish. It is also important to clean up spills promptly to prevent staining that often occurs with polished concrete floors.



Maximize Results with Asset Management Software

Monitor your overall cleaning costs and equipment usage with asset management software. You can use this data to map your productivity over time, and, ultimately maximize your budget and staff.

TIME TO SHINE

A clean store is one of the most important things you can deliver from a customer experience standpoint, but that doesn't mean it has to be the most complicated. Simply checking each one of these seven tips, tricks, and strategies off your to-do list can ensure your floor care program delivers exactly the experience your customers deserve.



GET HELP PERFECTING YOUR SHINE

As a recognized industry leader, Tennant Company has made it our mission to change the way the world cleans. With products and solutions designed to help create a cleaner, safer, healthier world, we can help you build a cleaning program that keeps your customers coming back.

CONTACT US TODAY TO FIND RETAIL SOLUTIONS THAT SUIT YOUR NEEDS



Call 855-258-7725



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