

**CUSTOMER ADVISORY BOARD
FORT WALTON BEACH
FEBRUARY 2006**

Cleaning Notes

We asked each member to provide us with examples of mistakes that we commonly make in their home. This question, as usual, generated the most conversation. The most commonly missed areas include:

Bathroom sink chrome
Exhaust grooves on a microwave
Outside of dishwasher
Fireplace door

One of our members brought up an interesting safety point. The member has small children and she has covers for electrical outlets. We obviously need the power, so we need to remove the covers. Apparently, we forget to replace the covers quite often. This comment may have been worth the entire meeting's cost. I've never thought about this type of mistake, but it's obvious that we need to address it. This mistake carries serious consequences.

We asked the members to grade their horizontal dusting. We promise our customers that we'll remove everything from a surface and clean underneath it. However, this mistake gets mentioned a lot from many customers. As we suspected, there had been times when we didn't remove some items from a surface. The kitchen counters seemed to be the most neglected area.

Our employees are required to complete a checklist during the cleaning. In addition, they are required to leave the checklist for the homeowner's review. It's difficult for us to know if all checklists are being left every time. This question generated mixed reviews. Many of our customers receive the checklist every time, but there were some customers that indicated that we had forgotten to leave the checklist. We are working on a solution to this problem. One idea is to incorporate the checklist into our pay for performance plan.

Customer Service Notes

We asked a lot of questions about customer service because we tell everybody how good we are at it. We heard great things about our employees. We wanted to know if we had ever acted unprofessionally in their home. We were glad to hear that all of our members believed that we were very professional. That's great news because the cleaning industry doesn't typically get associated with professionalism.

We also wanted to know if they had ever had difficulty reaching a live person at our office. We take pride in being one of only a few cleaning companies that actually answers the phone during the day. None of our members could remember a time when they had difficulty speaking to us during the day.

We asked our members to talk about our new monthly raffle giveaway. Our last customer advisory board meeting gave us this idea. It has increased customer feedback rates slightly. Most of the members knew about the raffle. In fact, a few of them wanted to know when they were going to finally win a prize!!

We asked several more questions related to customer service. We received positive responses on all other questions.

Miscellaneous Notes

We have a marketing idea that involves using triangular sandwich signs. The boards will be placed behind an employee's car while they're inside a home. We like the idea, but we weren't sure how our customers would respond since the signs will be placed on their property. Each member indicated that we should probably ask the homeowner before using the sign. However, they did not feel that anyone would care.

One of our members suggested that we utilize more door hangers as a marketing tool. That's how we found her.

Another member suggested that we use a local marketing company dedicated to new residents in the area.

Attendance was low for this meeting. We had expected a large crowd, but we only had three people. The same three people from our first meeting in Fort Walton Beach. They're great customers and we love them, but we want more people. So, we asked the members for ideas. The overall consensus was that the meeting should be moved from a weekday evening to Saturday morning brunch. Sounds good to me. We'll be meeting next time on a Saturday morning as a result.

Thanks again to three of the greatest customers in the world. Lisa Holmes, Tina Watson, and Sheila Langman have made it 2 for 2. We hope to see them again in a few months.