HOW A FORTUNE 50 LIFE SCIENCES COMPANY IMPROVED CLEANING AND LOWERED COSTS

CROWDCOMFORT

CrowdComfort

CASE STUDY

COMPANY OVERVIEW

Industry: Life Sciences
Fortune Ranking: Top 40
Campuses deployed: 5
Square Footage Deployed: 3 million
Customer Since: 2022

OVERVIEW

One of the largest pharmaceutical companies in the world became concerned about the performance of cleaning based on feedback by their EHS leaders, site supervisors, and employees. Their goal with CrowdComfort was to empower their teams and staff with better technology to provide greater transparency of the cleaning work being done every day in their geographically distributed facilities.

With the current rising labors costs, they wanted better data to understand resource utilization and allocation. If a decision was made to reduce custodial headcount, they wanted a way to ensure that contractual obligations were still being met. Lastly, it was important to have an audit trail to validate performance of their custodial and facilities programs.

KEY PAIN POINTS

Executive leadership was increasingly interested in becoming more data-forward in their approach to the every day work happening across their real estate portfolio. They were interested in solving three main problems:

1 **MEASURING PERFORMANCE OF TEAM & VENDOR PARTNERS**

They want better transparency and data related to custodial work. This enables them to right-size resources & teams to ensure employees have access to safe and healthy offices and labs.

2 **ONE-CLICK AUDIT TRAILS OF CLEANING PERFORMANCE**

In this highly regulated industry, they wanted access to real-time reporting of all historical cleaning operations data against their standards with vendors to ensure accurate audit trails for all cleaning work.

3 **INDEPENDENT PLATFORM AS A SOURCE OF TRUTH**

Current legacy software platform to evaluate quality was used sporadically to track performance. With daily cleaning tracking, they were able to gain insight into daily cleaning work while providing daily transparency that could lead to better cleaning quality.

"My team was frustrated with the poor transparency, accountability and quality of our custodial services that serves all of our 60+ campuses in North America. I was confident that they were overstaffed and underperforming, but had not data to validate that. CrowdComfort enables us to capture real-time un-biased data that validated our concerns, improved quality, and delivered real savings.
SVP EHS, F100 Life Sciences Company

CASE STUDY

DEPLOYMENT AND RESULTS

The organization deployed a 6-month pilot for 4 buildings, 26 janitorial staff and 1M square feet. With improved custodial performance during this time, they expanded to an additional 3 campuses as a phase II, with a planned phase III going portfolio-wide across North America

During the first year of deployment, the company reduced cleaning budget by 18% while maintaining an 85%+ performance score

KEY BENEFITS

In addition to improving cleaning operations performance, the company has used CrowdComfort to enhance the following:

- **Performance improvement:** In 12 months the average custodial performance score increased from 80% to 93%.
- **Lower costs:** In parallel to this performance improvement the company reduced custodial budget by 18%, representing a 8 month ROI.
- **Route analysis:** CrowdComfort assigned certain rooms and routes to the individual custodians, resulting in more detailed individual performance evaluation. This enabled team to easily identify and incentivize top performers, while offering training opportunities to lower performing staff.
- **Occupancy mapping:** CrowdComfort added a category that enabled custodial staff to identify when a space was occupied and unable to be cleaned. The approach unlocked an occupancy visualization used to optimize routes of staff and reduce cleaning frequencies in certain areas.

Based on results, the client is expanding to an additional 10M square feet in 2024.

PROJECT TIMELINE

01

EVALUATION
Selected buildings, training and on-site deployment.

02

LAUNCH
Deployed QR codes and trained managerial and custodian staff.

03

COLLECTION
Reviewed and provided feedback on performance to identify improvements and additional training.
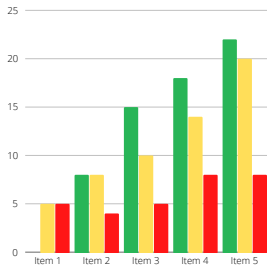
04

EVALUATION
CrowdComfort consistently reviews data with facilities leadership.

05

EXPANSION
Increase of square footage based on success and district needs.

THE BENEFITS OF CROWDCOMFORT

"YOU CAN'T MANAGE WHAT YOU DON'T MEASURE"

Before CrowdComfort, the customer was relying on spot inspections, pen & paper and partner reporting to determine compliance and performance for custodial. CrowdComfort's real-time reporting has provided them with an independent source for real-time data to right-size teams, evaluate vendors and recognize top performers.

ENHANCE CLEANING QUALITY

With CrowdComfort and the cleaning validation program, cleaning quality has improved by 14% at individual sites based on occupant surveys with a 50% reduction in housekeeping complaints across the portfolio.

IMPROVE CLEANING PERFORMANCE AND COSTS

The Company is using the data from CrowdComfort to drive better transparency from custodial vendors and engage in more constructive data-driven conversations. This enabled them to reduce custodial headcount and cost by 18% while improving performance by 16%, exceeding project goals.

INCREASE RETENTION AND TRAINING OF CUSTODIAL STAFF

CrowdComfort has partnered with the Company and vendor to dive deeper on individual analysis to determine appropriate measures to rewards and/or train the highest and lowest performing individuals based on team performance data.

CrowdComfort

WHY CROWDCOMFORT?

Some of the world's life sciences largest organizations see the value of real-time, location-by-location reporting of cleaning and health & safety activities and the impact on occupant productivity and health.

With insight, control and accountability built in, CrowdComfort enables your team to save money, control costs, drive efficiencies, reduce risk and recognize and retain top employees across the buildings in your real estate portfolios.

In addition, CrowdComfort's customer success is unparalleled with:

- **Ease of deployment** – On average a new site can be added in less than 45 days.

- **Ease of use** – Employees and the custodian team & vendors love using the app because it is simple, easy to use and natively mobile.

- **Flexibility** – CrowdComfort platform can be configured to your process and procedures. New functionality can be added at any time to be used for inspections or facilities requests as needed.

- **Customer service** – The CrowdComfort team is very hands-on and incredibly responsive as a trusted partner.

CONTACT CROWDCOMFORT

CrowdComfort

ADDRESS

1 Lincoln St. Boston, MA 02111

PHONE

617-415-7272

EMAIL

marketing@crowdcomfort.com

LEARN MORE AT
WWW.CROWDCOMFORT.COM

CrowdComfort