

Opening Doors

We couldn't wrap up the year without wishing our valued franchisees *The Happiest of Holidays* & *A Prosperous New Year.*



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OpenWorks®

Give your facility the works®

Going the extra mile *For your Customer*

What is "Extra Service?"

What Will It Cost You?

How Will It Benefit You?



Extra service means going beyond the customer's standard expectations. While it sounds relatively simple, what does it take? What can be gained from going the extra mile and providing a service that is beyond the customer's expectations?

Most importantly, extra service adds value to your relationships. When a customer values your service, they feel they are getting more benefits – that you are looking out for them and they don't have to be as concerned and "watchful." They can then use that saved time to focus on other, more important aspects of their jobs. These benefits translate into customer loyalty and long term, more profitable partnerships.

So – what does extra service mean in terms of a work schedule? It can be a variety of things – and not necessarily extra cleaning. Here are a few examples:

Take the time to communicate to your customer when periodic duties have been completed. This will show him or her that you are proactively executing the work schedule. Ask them to let you know of any issues or questions they may have - ask them if they are satisfied! They will feel confident that they can count on you to get the job done.

Remind them about tag jobs before they become a source of frustration. Once you are sure that the item is not included in the work schedule, remind the contact that it's time to think about having the extra work done. Point out when the service was performed last, what the usual life span of the service is, and what benefits they will receive from having it done again. You may also want to be prepared with a written cost and time estimate. Always be on the lookout for opportunities to improve the cleanliness or appearance of their work place.

Ask if the customer is satisfied. Don't assume that "no news is good news." You should not be afraid of negative feedback. Instead, use it as an opportunity to satisfy the customer and build a stronger relationship. When you ask the question, make sure that you are prepared for the answer!

If the response is negative: provide the customer with an organized plan of how the situation will be corrected and how you will ensure it does not happen again.

If the response is positive: be sure to let all of your crew members know how they personally, and as a team, contributed to the customer's satisfaction.

Take a few minutes to write a note, make a phone call or a personal visit during the contact's office hours for a short face-to-face visit. This adds a personal touch to your service and shows your customers that you really care about and value their satisfaction. This too will help to build and maintain strong, valued relationships.



Helping Our Franchisees

Cleaning Tip



Jay Kelly
Field Service Trainer

'Twas the night before Christmas
when all through the offices
Not a person was stirring,
not even the bosses.
The workers all gone
headed home for the fun
But the cleaning work here
had not yet begun.

When the door was opened
with a bang and a clatter
I was really wondering what
could possibly be the matter.
When what to my
wondering eyes should appear
But an office so messy
I shuddered with fear.

Wondering whatever to do
and how to behave
Do I call for help from Steve,
Rick or Dave?
So I started to work with
mop bucket and broom
'Twas time to make some changes
in these messy old rooms.

I felt good when my work
was about done
I would soon join my family
for frolic and fun.
While checking my work
I just happened to see
A small note by the cookies
addressed to me.

It said,
"Please take these cookies
and enjoy the treat
Because this office you clean
is always so neat."
So everyone could hear
as I drove out of sight,
"Happy Holidays to all
and to all a very good night."

Jay Kelly,
Field Service Trainer & Poet

Well, here we are again in the middle of another holiday season. For most, this is a joyous celebration, however, in the janitorial business we may be faced with circumstances that require us to go beyond the regular janitorial service requirements.

This time of the year has been known to present unique cleaning challenges. It would be prudent to keep your employees informed of the potential conditions they may encounter. You will be noticing many seasonal decorations on or around interior windows, entrance ways and staff cubicle areas. It will be necessary to use caution in the process of cleaning around many of these delicate items.

In addition, many companies will have placed Christmas Trees in their lobbies or break rooms and possibly even Christmas Wreathes on entrance doors or above elevators. The presence of these items might require detailed vacuuming to remove pine needles and ornament attachments that occasionally become entangled in carpet fibers.

It is likely that you will occasionally be faced with the aftermath of unscheduled holiday parties and gala affairs that have taken place in the offices you normally clean. The result of these festivities could include unexpected things such as spilled coffee and soda, cakes and cookies ground into the carpet, and leftover personnel who didn't make it home. These unanticipated conditions usually only occur during holidays. So it is important that we overlook this temporary inconvenience and continue to provide the customer with the exceptional service they have come to expect.

PS: If you do find leftover personnel just gently vacuum around them and proceed with the regular janitorial service.

Going the extra mile!

Continued from page 1...

Tend quickly to the customer's requests. Follow-through builds confidence and trust. If your customer requests something that is not covered in the work schedule, be sure to show them the work schedule and explain that you can still perform the task; however, it will be an additional cost. Then provide your customer with a time and cost estimate for his/her approval. Be absolutely sure you are both clear on what is to be done and how much it will cost.

Follow through on every promise you make or expectation you create. Your customer needs to know they can count on you and that, if you say you will do something, it will be handled quickly and efficiently without the need for any follow-up on their part.

As you can see, a big part of extra service is communication. Are you going the extra mile to satisfy your customer? Let them know you are their partner, and are looking forward to a long-term, mutually beneficial relationship.

Achieve Their Dreams

The Importance of Relationship Management

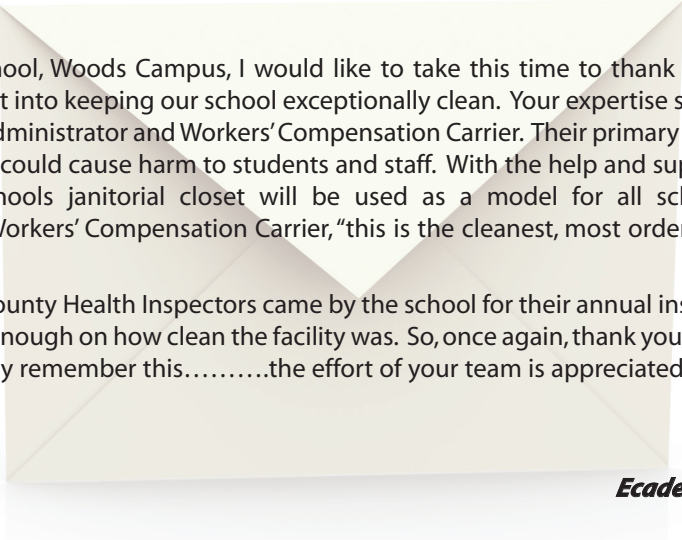
by: Christina Arner, Director of Operations, Washington

You don't have to be told twice: To satisfy customers, it's important to invest in your business and provide quality, high-performance, usable services. These investments are tangible, and let your customer know that you're investing in them and their business. Know that customer budgets don't always allow for high-end upgrades or facility improvements so the services you provide makes the difference.

What's a janitorial business owner to do? You want customers to recognize your dedication to the advancement of their productivity and efficiency, but you may not have the dollars to show it. If you can relate to this predicament, there's good news -- Choose to make another type of investment; Relationship Management. Experts concur that developing and preserving first-rate relationships with tenants and occupants is one of the wisest (and most cost-effective) investments you can make to ensure tenant/occupant satisfaction. Satisfaction leads to retention. You've already made time and financial investments to your business; now, make the commitment to build and maintain relationships to make these investments pay off.

Jim Woidat, with Kingley Associates in San Francisco says it best when he says, "A problem is really a golden opportunity to build customer loyalty. When you treat every problem as an opportunity to wow your customer, you really do have the opportunity to build customer loyalty in delivering the solution."

From Our Mailbag



On behalf of Ecademie High School, Woods Campus, I would like to take this time to thank Reye Orozco for all of your hard work and dedication you and your team put into keeping our school exceptionally clean. Your expertise shined on October 23, 2007 when we had an inspection tour with our Safety Administrator and Workers' Compensation Carrier. Their primary purpose was to inspect the school for cleanliness, hazards and anything that could cause harm to students and staff. With the help and support of you and your team not only did we pass with flying colors, our schools janitorial closet will be used as a model for all schools and stores for the entire Goodwill Corporation. A quote from the Workers' Compensation Carrier, "this is the cleanest, most orderly janitor's closet I have ever seen in all my years of working."

On October 31, 2007, Maricopa County Health Inspectors came by the school for their annual inspection. Once again no discrepancies were reported and they could not say enough on how clean the facility was. So, once again, thank you from all of us here at Ecademie High School. Keep up the hard work and simply remember this.....the effort of your team is appreciated and does not go unnoticed.

***Roger Dillenbeck
Facilities Manager
Ecademie High School, Woods Campus, Arizona***

OpenWorks is proud
to be a member of
the U.S. Green
Building Council.



Holiday Office Hours

December 24, 2007

Offices will be closed at 3:00 pm

December 25, 2007

Offices will be closed

December 31, 2007

Offices will be closed at 3:00 pm

January 1, 2008

Offices will be closed

Contact Us

Please forward your comments,
newsletter contributions,
or suggestions to:

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OpenWorks®

Give your facility the works®

Live Well, Work Well

Referrals Really Do Pay!

When you choose a doctor or want to know if the latest movie blockbuster is worth seeing – how do you decide? If you're like most people, you ask a friend.

Have you ever thought about asking a friend, acquaintance or business associate regarding their interest in purchasing an OpenWorks franchise?

Referrals are by far the most cost effective business growth strategy for OpenWorks – a person who is referred to OpenWorks knows that our system of partnering offers a rewarding business opportunity. After all, they have a great example – YOU. Which is why we are **EXPANDING The Franchisee Referral Program.**

The program is very simple – just call the franchise licensing manager in your region and give him or her your name and the name and phone number of the person whom you are referring. If the referral decides to purchase an OpenWorks franchise, then you make..

First referral*	\$ 750.00
Second referral*	\$1,000.00
Third referral*	\$1,250.00
* resulting in a sale	

Don't Wait!!! With the holidays (and tax season) just around the corner, who couldn't use some extra \$\$\$\$\$? Take advantage of the **FRANCHISEE REFERRAL PROGRAM** today. Sharing the OpenWorks business opportunity is a way to help you and your referral enjoy great success!!

Recognizing our Franchisees

ARIZONA

Robert Cannella is to be congratulated for his hard work and determination at Wisdom Foods and ATC. Robert understands what it takes to run a successful business; delivers superior customer service and has a keen eye for detail....always exceeding expectations. Great work!!

Sonia Talledos has done a great job building her business in 2007. She has been proactive and response to her customer's needs. Sonia has also listened to the advice of Rick Carlson, Major Accounts Manager, on how to improved on her overall efficiency.

CALIFORNIA

Standout Franchisee describes **Alex Tello**. It is such a pleasure to work with Alex on all levels. He has exceptional customer service skills, is willing to do whatever it takes to please the customer, never any complaints.....just happy customers. It's great to have you on our team, Alex!!



In Arizona
call **Darin Price** at:
(602) 224-0440 x117

In California
call **David Abdeen** at:
(562) 428-9210 x402

In Texas
call **Grant Gifford** at:
(214) 260-3761 x153.

In Washington
call **Robert Chess** at
(425) 827-0550 x314

WASHINGTON

James Kariuki is one of Washington's largest franchisees. He is so dedicated to each and every customer individually. James takes great pride and ownership in the job he does which was again demonstrated in his commitment to OpenWorks by recently taking ownership of a very large account with less than two hours notice. The end result was an extremely happy customer.....to the extent of receiving additional business. You will always find James working side by side with his staff, and is active in learning everything there is to know to care for his customers.

FirstWorks™ TRAINING GRADUATES

Congratulations to the following graduates for successfully completing the intense 10 day FirstWorks™ training program

WASHINGTON

**Harjinder Kaur
Youn Park**