

Significantly Improving Customer Retention, Satisfaction & Loyalty



A LISTEN360 CUSTOMER STORY

THE CHALLENGE

Commercial cleaning is one of the fastest-growing industries in the world, and Jan-Pro is proof: over the past five years, its business has more than doubled. In order to maintain high customer satisfaction, Jan-Pro was using a variety of customer “touchpoints,” including on-site visits and follow-up phone calls.

“Our team had a feeling that we were not getting the most accurate feedback from our face-to-face interactions,” recalls Rich Kissane, Jan-Pro president and CEO. “We sensed some discrepancy in what customers told us and how they actually felt. If we didn’t know our customers’ issues, we couldn’t fix them, and we could potentially lose those accounts.”

A PROACTIVE SOLUTION

During a management presentation, Kissane and his team learned about Listen360’s unique customer feedback management system—powerful, web-based software that provides the kind of actionable details a company needs to build customer loyalty, identify potential issues and rescue business at risk. Listen360 measures customer loyalty in less than 30 seconds with just two questions: “How likely are you to recommend us to a friend?” and an open-ended request for customers to share more about how they feel. Based on this feedback, Listen360 organizes customers into three categories: “Promoters” are customers who would recommend Jan-Pro; “Passives” are neutral; and “Detractors” are those with negative feedback.

Next, Listen360’s proprietary “Voice of the Customer” (VOC) text analytics automatically scans clients’ comments for key words about likes, dislikes and concerns, aggregates them into meaningful themes, then displays the feedback on dashboards accessible at each level of the organization. Armed with VOC’s precise insights, Jan-Pro can proactively address customers’ issues before an account is in jeopardy.

Initially, Kissane wasn’t sure if Listen360 was the answer to Jan-Pro’s feedback concerns, so he rolled out a pilot program among Jan-Pro’s company-owned businesses.

“From day one, we had great results from the Listen360 system,” says Kissane.



INDUSTRY
Service

LOCATIONS
11,000+

Headquartered in Atlanta, Georgia, Jan-Pro is a recognized leader in the commercial cleaning industry, with more than 11,000 franchisees worldwide and sales of over \$200 million. What does it take to stay on top of a \$155 billion industry, consistently ranked as the #1 Growth Franchise in Commercial Cleaning? Jan-Pro President and CEO, Rich Kissane, explains that in addition to his company’s innovative technology and service processes, Jan-Pro’s sustained leadership requires “the ability to measure what we manage and build lasting client relationships.” That’s where Listen360 comes in.

RESULTS

Listen360 confirmed the discrepancy in Jan-Pro's customer feedback: when customers spoke with the company's operations managers in person or by phone, the customers said everything was fine. "But when customers responded to Listen360's feedback request," says Kissane, "we got different results from the same customers. We took those results to our advisory council and expanded the pilot to their franchises. Suddenly we had instant feedback from our customers and more accurate facts. When the feedback wasn't good, we were able to take immediate action to fix the problem."

GREATER CUSTOMER RETENTION

Jan-Pro's franchises use Listen360 to collect customer feedback three to four times a year, depending on the size of the market. Listen360's seamless integration with a company's existing customer database makes it easy to engage customers from day one. Whenever Jan-Pro acquires a new account, the company captures the customer's contact information and stores it in Jan-Pro's CRM system.

Listen360 automatically receives that customer information, sends a scheduled feedback request, and displays customer responses on the Listen360 dashboard in real time.

"We strive for perfection, but sometimes we miss," says Kissane. "Using Listen360, we can see a problem immediately and rectify it before it becomes a permanent issue or we lose a customer. That's the number-one benefit -- improved customer retention. Before, we weren't sure what a customer was thinking."

INCREASED CUSTOMER SATISFACTION & LOYALTY

Heather Kelpine is the office manager for Jan-Pro's master franchise in Oklahoma City, which also services Tulsa. Kelpine ensures that franchise owners review customer feedback on the Listen360 dashboard in a timely manner. She says that she has seen the improvements in customer satisfaction first-hand.

"Before Listen360," she says as an example, "we had a customer who only gave us general feedback: 'Not happy.' We didn't know exactly what that meant, and we couldn't seem to please him. With Listen360, we learned the specific reason—our dusting wasn't detailed enough. We addressed the issue with the unit franchise owner within 24 hours. The franchise solved the problem, met the customer's expectations and saved the account.

"We haven't lost any customers who participated in the Listen360 feedback request over the past year or more—not even those who had an issue," adds Kelpine. "We built better relationships and retained them all." "In our industry," says Kissane, "it's typical for a cleaning company to lose 50 percent of its customers a year. Using Listen360, Jan-Pro now has an attrition rate of less than 20 percent a year. This is measurably valuable in terms of revenue and customer retention. Listen360 tracks this data for us so we can see the true return on investment. We still use our other customer touchpoints, but nothing compares to Listen360."

THE BOTTOM LINE

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**RICH KISSANE, PRESIDENT & CEO,
JAN-PRO CLEANING SYSTEMS**



Learn more about using Listen360 Customer Feedback and Online Reviews Management to drive franchise growth & profit.

 [Listen360.com](https://listen360.com)