

## Case Study - RLS Cleaning Co

RLS Cleaning Co was established in 2016 by Rhyanon, who wanted to bring in some additional income to the household that would enable her to enjoy some spending money

### The Situation

I was contacted by the owner of RLS Cleaning Co after she had done some reading to compare her business to some other cleaning services that were advertising on Facebook. She had gone through some issues with her clients dropping out last minute, leaving a gap in her schedule and in her budget. She needed a way to protect herself from this negative client behaviour, but did not want to put her clients off and lose those jobs.

### The Problem

The problem in this case was primarily one of setting and communicating clear boundaries. As Rhyanon had discovered, the more established cleaning services published cancellation policies, lockout policies, and a whole host of other information to set a clear boundary for new and existing clients to understand what was acceptable behaviour. During our research, we also identified that the cleaning businesses with a clearer set of boundaries actually had a higher rate as well, and it seemed that they were able to maintain a great reputation even though they charged more than many of the smaller competitors. It became clear that RLS Cleaning Co pricing had been set based on the owner completing all the cleans, and that these other companies were covering the costs of management as well as paying the cleaning staff. With the current pricing structure, it would be all but impossible for RLS Cleaning Co to employ additional staff, which capped their potential growth to the available time Rhyanon had available, and restricted her ability to take on urgent cleans even at a higher rate.

## The Solution

We created and published several documents on the RLS Cleaning Co facebook page, including a welcome note, cancellation policy and pricing guide. We also wrote personalized letters for each client (including the misbehaving ones), which was delivered during the next clean. All new inquiries were pointed to the welcome note, pricing guide and policies, which set out a clear expectation even before quotes were requested.

## The Results

RLS Cleaning Co has had a significant drop in the rate of cancellations across the board, and has had zero cancellations within the requested notification period. New clients have been signed on the increased rate, and prices have even been adjusted for existing clients. The business is more profitable than ever, and now has sufficient margin to cover the cost of hiring contract workers. In fact, Rhyanon has recently contracted her first cleaner on a trial basis, and has been able to reduce her own workload and focus on expanding her business in other ways. She is currently looking to expand her services to include corporate cleans alongside the residential base she has built over the last few years.

## What About You

Your situation is certainly unique, and although you likely have the answers you need it's likely that you haven't had the time or ability to work out how to make the changes that are necessary. Don't waste your time trying to implement someone else's solution in your own business - get in touch with us today for a free assessment in which we will provide an obligation free assessment of your current situation and some suggested first steps towards resolving your most critical issues. Business transformation takes focus and commitment, but we can achieve incredible things when we work together.

Send us an email at [levi@strategicventures.com.au](mailto:levi@strategicventures.com.au) today, or contact us through [facebook](#) to discuss how we can take your business to the next level.