

SUMMER 2024



Clean Canada

CHANGING THE WAY THE WORLD VIEWS CLEANING

Data, Information, Knowledge & Wisdom

An in-depth look into the pivotal role structured data infrastructure has on empowering management decision-making

ISSA Canada Conducts Distribution Sector Survey

Nominations Open for ISSA Hygieia Network Annual Awards



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ISSA Canada Conducts Distribution Sector Survey

By TOM FOURNIER, Chair,
ISSA Canada Distributor Council

Through the first half of 2024, ISSA Canada and its Distributor Council conducted a survey of distributors across Canada.

Considering market factors such as the percentage of the total audience who responded – and open and click rates – we feel that the response we received was very good.

This input provides us with some industry insights, and we have already gone to work on some of the “needs and wants” that were identified. We are looking forward to bringing more information and resources to support those soon.

It is very obvious that those who took the time to respond, spent some time on our short survey and provided some very thoughtful (and helpful) responses. But we feel that we could do so much more if more industry representa-

tives participated.

For example, with regard to geographic representation, 72 per cent of our respondents are from Ontario. We would really love to see more contribution from other regions in Canada as our industry – and our association – are far more than just an Ontario thing.

For the time being, we are going to keep the survey open, and continue to advocate for more companies and individuals to respond. To help us with this, we are also going to offer the survey in French to encourage more responses from our French speaking colleagues.

The ISSA Canada Distributor Council is here to support and advocate for the distributors who are a vital part of our industry. We truly want them to feel like they are valued members and stakeholders within ISSA Canada.

Help us help you! Please complete the survey and encourage others in your organization to do so as well. The survey can be found here - [English](#) or [French](#).

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Join the mission to create an inclusive industry with advancement opportunities for all... Join the ISSA Hygieia Network - IT'S FREE TO JOIN!

Clean Canada is the marketing vehicle of ISSA Canada and is circulated to all ISSA Canada members. The e-newsletter is intended to provide news and views from the industry, as well as highlight upcoming educational opportunities and networking events being held across Canada. **Clean Canada** is published four times per year – Winter, Spring, Summer and Fall. For more information, please contact:



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Five Industry Trends Distributors Should Know About

The distribution industry is a vital link between manufacturers, retailers and consumers worldwide. It is a cornerstone of our economy and a sector witnessing robust growth. The Business Research group estimates this sector's

value at nearly \$49 billion (USD), a figure projected to surpass \$61 billion by 2027.

However, solid growth is only one trend in the industry. Here are five more:

(1) **Customer Insights.** Our customers will have more demanding expectations from the distribution industry in the future. To meet this challenge, exceptional distributors are using tools like data analytics. This is the science of analysing large volumes of data to improve business performance, efficiency, profit and decision-making.

(2) **The Mobile Revolution.** It's time to make way for a totally mobile world. These gadgets are not just for personal use anymore. They are becoming powerful tools for distributors, enabling them to manage inventory, track shipments, provide real-time delivery

updates to customers and communicate more effectively with end customers.

(3) **The Rise of E-commerce.** The way business buyers shop is changing. They want the convenience and speed of online shopping, just like they experience on B2C platforms. In 2021, B2B e-commerce marketplaces sold a staggering \$1.63 trillion worth of goods and services, a 17.8 per cent increase from the previous year. This trend is set to continue, albeit at a slower pace, through 2027.

(4) **Personalization through CRM.** Exceptional distributors will increasingly use Customer Relationship Management (CRM) systems to provide personalized services for their customers in the coming years. This technology "improves business relationships, helps grow your

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Data, Information, Knowledge & Wisdom

By JON HILL

In today's data-driven world, companies can excel in generating and storing vast amounts of data. Yet, the challenge lies in harnessing this abundance to derive actionable insights and informed decisions. How do we transform raw data into valuable information, knowledge and wisdom?

In this article, we will delve into the pivotal role of structured data infrastructure in empowering management decision-making. Let's explore practical strategies for leveraging ERP systems to elevate decision-making processes, and drive productivity and profitability.

I had the privilege of being part of an innovative change at a Richmond-

based company, where we created an information revolution through a concept called Information-Based Decision-Making (IBDM). This concept revolutionized our operations and eventually led to the spin-off of Capital One in 1995. While these concepts have become more commonplace across industries, many companies still grapple with structuring

a framework and training their teams to utilize information effectively. This article will focus on some concepts to consider as you build decision-making concepts in your organizations.

Decision-making involves identifying a goal, getting the relevant and necessary information, and weighing the alternatives in order to make a decision. The concept sounds simple, yet many companies overlook some of the critical stages and risks that occur when making decisions.

The first step is defining the problem and clarifying the objectives that any decision aims to achieve. A standard problem-solving methodology frame-

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Five Industry Trends Distributors Should Know About

business, retains customer and prospect contact information, identifies sales opportunities and manages marketing campaigns, all in one central location,” according to Salesforce.

(5) **Artificial Intelligence.** AI will help the distribution industry analyse substantial amounts of data and generate insights such as:

- Predicting product demand from specific industries and individual customers.
- Providing tailored recommendations for customers.
- Factor in seasonality, historical sales data and market trends.

“Exceptional distributors should see these trends as opportunities,” adds Michael Wilson, CEO and President of AFF-LINK, a distributor membership organization.

“Distributors who take advantage of emerging trends and technologies are most likely to build deeper, longer lasting and more lucrative relationships with their customers going forward.”

Data, Information, Knowledge & Wisdom

work like Lean’s A3 ensures alignment throughout the company. Next, basing the decision on data and evidence-based analysis helps. Data-driven analysis helps ensure that decisions are grounded in reality rather than speculation.

Data-driven methodologies encompass the progression from data to wisdom, signifying the evolution from raw information to informed action. At the base lies data, followed by information, knowledge and, ultimately, wisdom (DIKW). Each tier represents a deeper level of understanding and value extraction from the initial data.

Enriching financial and non-financial data with our particular experiences enhances our ability to derive knowledge and insights from information, empowering better decision-making. The DIKW pyramid captures this concept, delineating the hierarchy of data utilization in an active framework. At its highest tier, knowledge and insights culminate in actionable wisdom, guiding our strategic endeavors and fostering continual learning and improvement. Another article will explore how to apply this learning throughout the organization. First, let’s define each tier of the DIKW pyramid.

DATA

Data comprises raw or unorganized facts, such as sales figures, customer names or product codes. These elements serve as the fundamental building blocks for generating meaningful information and insights. Focusing on data governance is very important in this and every other tier.

Data governance involves managing all aspects of data as an organizational asset, which includes collecting, storing, using and overseeing data to ensure secure, efficient and cost-effective leverage.

INFORMATION

Information is positioned next in the DIKW pyramid. It represents refined and processed data stripped of errors (by data governance). Examples include

summarized sales reports, demographic charts and trends analyses, which enhance accessibility and usability for benchmarks, visualization (graphs) and analysis.

KNOWLEDGE

The transition from information to knowledge hinges on its relevance to the organization’s objectives. It’s about understanding how pieces of information interconnect to generate added meaning and value.

Crucially, it involves discerning how you can apply this knowledge effectively. For instance, understanding customer preferences from sales data enables tailored marketing strategies, providing a competitive edge. This deeper comprehension of implicit relationships elevates insights, propelling the importance of the information higher in the DIKW pyramid.

WISDOM

At the very top tier of the DIKW pyramid lies wisdom, achieved by answering questions like *‘why’* and *‘what’s best’*. It’s knowledge in action.

Yet, we attain true wisdom when we proactively employ this knowledge to inform strategic decisions. It’s the culmination of leveraging insights from past data to anticipate future trends, thus reaching the pinnacle of the DIKW pyramid – for instance, a seasoned CEO’s decision to pivot strategies based on their experiences.

Many professional athletes have wisdom learned from years of hard work and practice. In John McPhee’s book – *‘A Sense of Where You Are’* – he describes how Bill Bradley taught himself to train his body and mind to become a great basketball player. He developed his wisdom by learning how to practice, repeating those skills and continuously improving – in other words, he spent many hours in focused practice. John McPhee could have been writing about Bill Gates, Meg Whitman, Jeff Bezos,

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joni

Canadian Company is Making an Impact Providing Accessible Period Care Products that are Sustainable and “Cool”

Who would have thought for a developed country, one in three women under the age of 25 cannot afford period care in Canada? It's a fact. And it is that exact statistic that prompted two young entrepreneurs in Victoria, BC, to embark on a mission of change.

“As someone who buys natural products, I realized that over 300 times in my life, I resonated more with a shoe brand or water bottle company than I did with any period care brand on the market. Why?” said joni co-founder Linda Biggs. “This is a really intimate experience I have every month yet the industry simply hasn't kept up with modern times.”

Together with co-founder, Jayesh Vekariya, a pharmacologist by trade, the team wanted to create a brand that would have an impact. They were on a mission to build a new, affordable model

that would solve a problem, take the environment into account and be pivotal in changing the way people think about period care. In other words, they wanted their company to be cool. And, to attain that “cool” factor, a catchy company name was of the utmost importance.

“We wanted a name that is short, sticky and not hyper feminine or flowery, and nothing that emphasized how people ‘should’ feel when they're on their period,” Biggs explained. “Joni Mitchell is cool and Joni Mitchell is a Canadian icon. Very coincidentally, *yoni*

means vagina/womb in Sanskrit. It all just came together perfectly.”

To think that up until 1971, the Comstock Act banned the dissemination and communication of reproductive health, and women were actually using Lysol douche as a form of birth control is completely unheard of. In fact, to avoid being punished or jailed for speaking about reproductive health, people referred to it instead as “feminine hygiene.”

“Feminine hygiene was a euphemism, a made-up word for birth control,” Biggs explained. “For all the years that the Comstock Act was around, we've been conditioned to believe that feminine hygiene means menstruation, and menstruation hygiene means there must be something unhygienic. We're bringing period care into the 21st Century.”

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Data, Information, Knowledge & Wisdom

Oprah Winfrey, Elon Musk or many successful business personalities.

We can also say that if data and information are like a look back to the past, knowledge and wisdom are associated with what we do now and what we want to achieve in the future. How do we create this type of decision-making data – for example, calculating customer lifetime value (CLV) for acquiring, retaining and winning back profitable customers?

Peter Crucker, widely regarded as the father of modern management, approached decision-making with a focus on effectiveness, innovation and long-term sustainability. 🍁

– Jon Hill is the CEO of Cobotiq and presents to business managers how to create and implement profitability information. He is a frequent speaker and presenter on the future impact of automation and technology in the cleaning industry.

SOURCE: ISSA Today

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joni – Making an Impact Providing Accessible Period Care Products that are Sustainable and “Cool”



She continued, “We’re talking about new terminology; we’re talking about products that aren’t evil; and we’re talking about products that people want to use because they were created for the people who use them. It’s all about rights and being unapologetic about menstruating. I don’t have to hide my pad or tampon under my sleeve when I go to the bathroom. No one does that with a roll of toilet paper.”

joni takes innovation and design, and combines the two to provide modern period care solutions across North America through retail, business-to-business and direct-to-customer through its website. According to Biggs, solutions in the period care space have always seemed to be an after-thought, a solution that didn’t consider the end-user or those interacting with the dispensers on a regular basis.

In the B2B space, joni offers a full turn-key solution that includes pads and tampons (with and without applicators) that are biodegradable, compostable and much more sustainable than conventional products, as well as dispensers that all the products fit into.

joni’s tampons are manufactured out of 100 per cent organic cotton, while its

line of pads are made of bamboo.

Not only does the bamboo provide a super soft and breathable end product, it also creates a neutral environment and does not support the growth of bacteria, meaning it reduces irritability in sensitive areas.

“A lot of people have irritation with pads because there isn’t that neutrality in the environment,” she explained. “Combined with absorbency and breathability, people have much less irritation and it’s just a more comfortable experience.”

Not only are both products made of all-natural products, they are also manufactured with the environment in mind. In a third-party independent study, joni’s pads break down on average 92 per cent in 12 months, versus a conventional pad that uses petroleum-based plastics and takes over 300 years to break down.

Certified compostable and biodegradable, joni products can be disposed of in regular household compost in municipalities that offer such composting services. Unfortunately, these services aren’t available in all regions of the country. But joni is trying to change that.

“We are actually exploring partnerships with municipalities and organizations focused on composting, waste management and recycling, to see how we can integrate our products into their systems in a bigger way,” Biggs said. “When you think about it, 30 per cent of the population menstruates and that’s a significant amount of waste. If we can

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– Making an Impact Providing Accessible Period Care Products that are Sustainable and “Cool”

create solutions at the municipal level, that would take all of these products out of the landfill.”

In addition to pads and tampons, joni also offers dispensers that consider the needs of the user first and foremost. Biggs said that the company’s first dispenser was supported by the Sheridan Student Union because they believed in the company’s mission and wanted a solution that the students actually wanted to use.

“If you’re a student and get caught off guard and need a pad, the dispenser is either empty, broken or you don’t have the right amount of change,” Biggs said. “You’re talking about 87 per cent of those who menstruate get caught off guard. Then 37 per cent of those will leave school or work to find a solution.”

joni offers two styles of dispenser. The Model A is a ‘free vend’ dispenser, meaning there is no charge to access product. It is ideal for placement on a counter or wall in an employee restroom or office space.

The new Model V dispenser is designed with the facility services team in mind, and is equipped with a software system that allows teams to monitor when the dispensers need to be refilled.

“One of the key costs facility service providers have is labour,” Biggs said. “Labour is expensive. Having teams go around to only check the dispensers takes time, so many of them usually sit there empty.”

With specially designed software, the joni Model V allows facility services teams to be alerted when dispensers are empty or if they need attention, such as requiring a new battery.

“You wouldn’t ever think of not refilling a toilet paper roll,” Biggs said. “We want to empower facility service teams with tools so they can ensure the period care dispensers are functional as well.”

In addition to providing sustainable solutions in the period care space, joni is also a major advocate when it comes to period poverty and accessibility of period care products.

As such, the company participates

in a five per cent “give back” program. To date, joni has donated over 660,000 products to multiple non-profit organizations. Biggs is passionate about giving back to the community, as she experienced period poverty first-hand.

“My mother was a single mother and the money ran out before the month did,” she said. “We would often wait in the food bank lines, not only for period care, but for food as well.”

With that in mind, when joni launched, the company was determined to partner with organizations who were on the front line of moving the needle when it came to period care and providing products that people needed. According to Biggs, people shouldn’t have to choose between food and period care products, nor should they have to cut pads in half, or use socks and sponges because they can’t afford these products.

“Working with non-profit organizations and the Canadian government is a big part of what joni believes in,” she said. “That three-legged stool is literally how we’re going to make menstrual equity possible in Canada.”

What’s next for joni? In addition to making an impact with its line of tampons, pads and dispensers, the company recently launched a new line of incontinence pads.

“We see this as a journey through your first period to after your body changes through perimenopause and menopause,” Biggs said. “Incontinence is another area that is very stigmatized. When people think incontinence, they think old person in a home. The reality is, you could be a 25-year-old athlete or a mother of two who requires these products. There are a lot of different faces who require support. Yet, again, you have to go down that stigmatized aisle to purchase products and that’s such a terrible experience.”

It may have only been four years since the company’s inception, but joni has already made such great strides in the area of period care. With its high-quality products, dedication to advocacy and overall commitment to coolness,

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ASSOCIATION NEWS

Healthcare Surfaces Institute Merges with ISSA

ISSA, the worldwide cleaning industry association, and the Healthcare Surfaces Institute™ (HSI) are pleased to announce that HSI has merged with ISSA. HSI will now be known as the Healthcare Surfaces Institute, a Division of ISSA.

HSI was formed in 2015 at the first Healthcare Surfaces Institute Annual Summit. During the past eight years HSI has had many accomplishments including, but not limited to, identifying the many aspects of the surfaces leading to unaddressed patient and healthcare worker safety risks. Surface disinfection compatibility issues are one of the many overlooked issues being addressed by HSI, and a published case study provided a real-life accounting of these gaps.

The institute includes an advisory committee of world-renowned experts in the fields of healthcare, infection prevention, facilities management, environmental services, manufacturing and engineering, regulatory agencies, microbiology, occupational health and academia. This combination of professionals and thought leaders has brought professionals out of their silos of expertise to collaborate on projects that will support needed change for the creation of sustainable solutions that will ultimately reduce the transmission of deadly pathogens via surfaces. HSI’s work includes scientific research, development of guidelines and standards, and outreach and educational programs to support the use of surfaces that support effective and efficient cleaning and disinfection of healthcare facilities.

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Healthcare Surfaces Institute Merges with ISSA

“The addition of HSI to the ISSA family furthers our association’s mission to change the way the world views cleaning and advance the professionalism of the cleaning industry,” said ISSA Executive Director John Barrett. “We are incredibly excited to welcome HSI to ISSA, and look forward to adding the group’s knowledge and expertise to educate and empower our membership as well as our industry.”

The merger further augments ISSA’s extensive educational and certification offerings. With the addition of HSI, ISSA gains strength and subject matter expertise in the healthcare sector to bolster education and training, and develop new programs to support the industry, especially in the fight against the rampant spread of healthcare-associated infections (HAIs) via surfaces.

As part of the agreement, HSI Executive Director Linda Lybert becomes a full-time ISSA staff member. Lybert is a 25-year healthcare industry veteran and an established expert on infection control as it relates to the foundational issue of surfaces. She is a published author of numerous articles addressing issues of surfaces and the spread of microbes that can lead to deadly infections. Lybert’s background includes being appointed to the American Society of Healthcare Engineering (ASHE) Planning Design and Construction Committee, and she was instrumental in the development of ASHE’s Sub-Contractor Healthcare Construction Certificate Training program. In 2006, Lybert was appointed to serve on the Facilities Guidelines Institute’s (FGI)

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ISSA Hygieia Network Opens Nominations for Annual Awards

The ISSA Hygieia Network, an ISSA Charities™ signature program dedicated to the advancement and retention of women in the cleaning and facility solutions industry, is seeking nominations for its annual awards recognizing individuals and companies who embody Hygieia’s mission and vision. ISSA Hygieia Network is now accepting award nominations through October 4, 2024.

“For the past decade, it’s been a privilege to honor the people and organizations supporting the career development and success of women in the cleaning and facility solutions industry,” said ISSA Hygieia Network Program Director Dr. Felicia L. Townsend. “We are requesting the industry’s involvement in determining who will be recognized for making a difference in championing ISSA Hygieia Network’s mission of advancing women in the cleaning and facility solutions industry.”

The 10th annual awards program acknowledges individuals and organizations who have made a significant contribution to the global cleaning and facility solutions industry. Nominations will be evaluated by a select group of jury members. Winners will be announced at the ISSA Hygieia Network 2024 Awards Reception on Wednesday, November 20, at the Mandalay Bay Convention Center during the ISSA Show North America 2024 in Las Vegas.

The public is invited to submit nominations for six categories:

• **ISSA Hygieia Network Member of the Year**, which recognizes a person’s

involvement in activities that align with Hygieia’s mission and vision.

- **ISSA Hygieia Network Company of the Year**, which celebrates a company’s involvement in activities that align with Hygieia’s mission and vision.
- **ISSA Hygieia Network Rising Star of the Year**, which honors a woman age 45 or younger who has made significant achievements and demonstrated consistent upward mobility in their career within the industry.
- **ISSA Hygieia Network Ally of the Year**, which recognizes a person who has shown tremendous support toward Hygieia’s mission.
- **ISSA Hygieia Network Mentor of the Year**, which recognizes a mentor who has shown great leadership qualities and support to their mentee via the ISSA Hygieia Network General Mentoring or Company Exclusive Mentoring Program.

• **ISSA Hygieia Network International Member of the Year**, which recognizes a person’s involvement in activities outside of the U.S. that align with Hygieia’s mission and vision. 🍁

For more information and to submit your nomination(s), visit hygieianetwork.org/awards/.



Cold Leads Transform Yesterday's Indifference into Today's Engagement

This approach can warm up re-engagement strategies, build loyalty and grow your brand

By JEFF SCHAFFER

Cold leads may be considered a marketing tactic of the past, but this strategy often represents untapped potential that businesses overlook. For commercial cleaning and maintenance businesses, these targets have previously interacted with a brand but did not progress through the sales funnel to conversation.

While many might consider cold leads a lost cause, a deeper understanding reveals their underlying value. Revisiting cold leads is not merely an act of desperation, but a strategic move to reignite interest among prospects who have already shown a level of interest in your product or service.

By carefully analysing why these leads turned cold and tailoring your approach to address those reasons, commercial cleaning and maintenance companies can unlock significant opportunities

hidden within this group, transforming yesterday's indifference into today's engagement.

Strategy #1: Utilize personalized communication to re-engage

One effective method to breathe new life into cold leads is by implementing personalized communication. This strategy hinges on crafting messages that resonate personally with the recipient. By leveraging data collected during initial interactions, businesses can tailor

their outreach efforts to address their leads' specific needs, preferences or past behaviours.

Personalized emails, direct messages or even phone calls can reignite interest by reminding the lead of the potential value your service or product offers, paving the way for renewed dialogue and potentially converting a cold lead into an active customer.

This approach demonstrates a genuine understanding and concern for the lead's unique situation and significantly increases the likelihood of re-engagement.

Key tactics for personalizing your outreach message

In revitalizing cold leads, the cornerstone lies in personalization. It's not just about remembering their name or the last point of contact. Dive deeper into the nuances of their needs and

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Healthcare Surfaces Institute Merges with ISSA

Revision Committee.

Lybert will lead the HSI division while working closely with the ISSA management team to develop and implement new training and certification programs, education events, and other engagement opportunities for the cleaning, facility solutions and healthcare markets under ISSA's global platform.

"I am very excited about this partnership and the opportunities it will deliver to not just the cleaning industry, but public health overall," said Lybert. "Being able to combine HSI's programs and subject matter experts with ISSA's global network will allow us to increase awareness of how surfaces are active in spreading pathogens that cause deadly infections, and more importantly how we can work together to make the world a healthier, safer place for everyone. 🍁"



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Cold Leads Transform Yesterday's Indifference into Today's Engagement

past interactions. Use data to tailor your message, highlighting how your solution aligns with their evolving challenges or goals. Mention specifics about your commercial cleaning and maintenance businesses from previous discussions to demonstrate genuine engagement and understanding.

Moreover, leverage new insights or developments in your offerings that could reignite their interest. Crafting a customized message that directly speaks to their current situation can transform indifference into intrigue, making them more receptive to rekindling the conversation. This approach showcases persistence and thoughtful consideration of their unique circumstances and requirements.

Strategy #2: Offer value through educational content

Rekindling interest in cold leads necessitates a strategic approach emphasizing value creation over mere promotional outreach. A pivotal strategy involves leveraging educational content to reengage these dormant prospects.

This method hinges on crafting and sharing insightful, informative content tailored to your target audience's specific needs, challenges or interests. By offering valuable knowledge that empowers them or solves a problem, you position your brand as a trusted partner and advisor in your industry.

When reengaging cold leads for your commercial cleaning and maintenance businesses, tailoring content to their specific needs and interests can significantly increase your chances of reigniting their interest. For example, using social media platforms to share customer success stories or testimonials can create a sense of trust and reliability around your brand, subtly encouraging cold leads to reconsider engaging with your business.

Strategy #3: Leverage social media for soft re-engagement

Engaging cold leads through social media requires a nuanced approach that respects the boundaries of your audience while rekindling their interest in

your offerings. Best practices involve creating content that adds value to their feed, such as industry insights, helpful tips, or entertaining posts relevant to their interests and needs. Personalization is crucial; addressing them by name or tailoring content based on previous interactions can make them feel seen and valued.

Initiating conversations through comments or direct messages should be done thoughtfully, avoiding hard sales pitches in favour of genuine inquiries about their current challenges or interests. This strategy fosters community and trust, gradually warming up cold leads for future engagement opportunities.

Maximizing conversion opportunities with cold leads

Revisiting cold leads is not an exercise in persistence but a strategic approach to unlocking potential opportunities that were once deemed dormant. By employing empathetic follow-up, leveraging updated information and cultivating a sense of urgency, your commercial cleaning and maintenance business can reengage with these prospects in a personal and relevant manner.

With these strategic approaches, you can significantly enhance your conversion rates, turning cold leads into active engagements and loyal customers. Maximizing conversion opportunities with cold leads requires patience, insight and a commitment to personalized communications – a trifecta that can transform overlooked contacts into valuable assets for your business.

These strategies underscore the importance of understanding the evolving needs of your leads and positioning your offerings as solutions to their current challenges. 🍁

– Jeff Schaffer is the Master Franchise Owner for Anago of Cleveland, part of the Anago Cleaning Systems brand supporting over 1800 franchises across the U.S. and Canada. For more information about Anago of Cleveland, visit www.AnagoCleaning.com/Cleveland/

SOURCE: REMI Network



Putting Data-Driven Cleaning into Practice

Data analytics beat out guesswork and intuition for improving cleaning efficiency

By DR. GAVIN MACGREGOR-SKINNER

Cleaning companies are increasingly adapting data-driven practices, not just to follow a trend but as a necessity to increase their operational efficiency, reduce costs, and improve service quality. Protecting the indoor environment and human health is critical to the cleaning industry's effectiveness.

We no longer simply sell labour or spend the bulk of our time emphasizing appearance and creating an illusion of cleanliness. We focus on extracting and removing contaminants, and on using data to measure and improve cleaning systems and processes.

Quality assurance is a critical aspect

of any cleaning operation. Traditional methods of inspection and feedback can be subjective and inconsistent. Data analytics can provide a more objective and reliable approach to verifying cleanliness.

Data-driven cleaning involves collecting, analysing and using data to make informed decisions about cleaning

activities. By tracking cleaning metrics such as frequency, duration and available resources, cleaning professionals can optimize their processes.

UNDERSTANDING PERFORMANCE THROUGH MEASUREMENT

Performance is integral to success and the only way to document effective performance is to measure it.

Measurement is the first step that leads to consistency and improvement. If you can't measure something, you can't understand it. If you can't understand it, then you can't control it. If you can't control it, you can't improve it.

Identifying measurable factors will

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IFMA Releases Report on Women in the Industry

The International Facility Management Association (IFMA) recently released a white paper on factors impacting retention and advancement of women in the facility management industry.

The report – *Factors Impacting Retention and Advancement of Women in Facility Management* – brings to light the under-representation of women in senior facility management roles and emphasizes the need to address the high turnover rate among women in the industry. According to a press release, by addressing such challenges, IFMA aims to assist in the recruitment and retention of women through targeted strategies such as mentorship.

“Our industry is being revitalized by a more diverse and inclusive workforce, adding unique viewpoints and new approaches to corporate culture, health and safety, smart and responsible workplaces, and meaningful and rewarding work,” said Don Gilpoin, IFMA President and CEO.

The complete report can be downloaded from [IFMA's knowledge library](#). 🍁

SOURCE: CMM Online



Putting Data-Driven Cleaning into Practice

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maximize your ability to protect people, their property and the indoor environment. Cleaning operations are dirty, mechanical and can temporarily create conditions that are hazardous for those who use the indoor environment and for those who can clean it. Measuring the effectiveness of your equipment, the amount of cleaning chemicals you use, and whether you use these chemicals properly will assist you in reaching your cleaning goals.

Cleaning professionals at a university with 88,000 students and 17,000 staff, participating in the ISSA *Making Safer Choices* program – a partnership that increases the knowledge, demand and use of the U.S. Environmental Protection Agency’s Safer Choice labeled products – implemented a data-driven approach to measure their water and cleaning chemical usage. By analysing data on water consumption, chemical usage and cleaning outcomes, they identified opportunities to optimize cleaning procedures. The university also introduced microfibre cloths to its cleaning routine and installed low-flow water fixtures in its facilities, resulting in a 30 per cent reduction in water usage and a 20 per cent decrease in chemical consumption. This data-driven sustainability initiative

not only reduced environmental impact but also saved the university substantial costs.

SETTING UP BENCHMARKS FOR COMPARISON

After determining which factors to measure, be sure to identify key performance indicators (KPIs) that are relevant to your cleaning activities. Next, you need to implement tools for data collection and establish a routine for analysing the data. Fortunately, help is available for those tasks.

The effective utilization of equipment, tools and technology can help increase your cleaning productivity. The eighth edition of ISSA’s *Cleaning Times & Tasks* focuses on five components: task, tool, time, total units and training. You can use these components as a benchmark to compare how you clean to an industry standard; their purpose is to act as a guide for estimating labour costs and cleaning expenses.

By calculating cleaning times, you can identify how long it will take your staff to finish specific tasks, such as how many minutes it would take to mop 2700 sq. feet of vinyl flooring with a 14-inch flat mop and dual-chamber bucket.

Data collection tools are another

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helpful resource. They provide real-time data to help facility managers and cleaning professionals pinpoint the specific cleaning needs in their facilities, enabling your crew to work smarter.

EXAMINING REAL-LIFE SUCCESS STORIES

The GBAC STAR™ program, which offers facilities comprehensive training in cleaning, disinfection and infectious disease prevention strategies, recommends the use of data-collection technology. Several GBAC STAR-accredited facilities have reported success in using data to improve their cleaning results.

For example, a large office building in New York City with 470 toilets to clean daily implemented sensors to track restroom usage and cleanliness. The data revealed patterns of high- and low-traffic periods, allowing the cleaning staff to adjust their schedules for more frequent cleaning during high-traffic periods. This adjustment created a noticeable improvement in restroom cleanliness and increased satisfaction from building occupants.

A leading international hotel chain with 1350 hotels created a data-driven quality assurance program using handheld devices to record cleaning performance metrics such as time spent cleaning each room, adherence to cleaning protocols and guest satisfaction scores. After analysing this data, the hotel chain identified areas where staff were not meeting cleaning standards. The chain set up targeted training programs in these problem areas, resulting in improved cleaning quality and guest satisfaction ratings.

An international airport with five terminals and 130 boarding gates that handles 62 million passengers a year used data analytics to optimize its cleaning schedule. By analysing data on passenger movement and floor space usage, the cleaning staff could ensure that areas with the highest traffic were prioritized in the cleaning schedule. This not only improved the airport's cleanliness but also enhanced passenger

satisfaction and safety.

OPTIMIZING DATA-DRIVEN CLEANING THROUGH EDUCATION

Data-driven cleaning is transforming the industry. ISSA has merged elements of the GBAC STAR Service accreditation criteria into the ISSA Cleaning Industry Management Standard (CIMS). The result – ISSA CIMS Advanced by GBAC – outlines the primary characteristics of a successful, quality cleaning organization, with a renewed emphasis on maintaining hygienic environments through cleaning, disinfection and infection prevention protocols. CIMS Advanced by GBAC, describes the procedures and principles to consider when designing and implementing quality management programs for cleaning, including:

- Ensuring all stakeholders understand and agree on the expectations and deliverables for each site.
- Developing and documenting a quality plan that includes processes for monitoring performance, taking corrective actions and ensuring continuous improvement.
- Using tools and methods to measure the quality of cleaning services. Examples of monitoring tools can be found within ISSA's Clean Standard and GBAC's Process Verification and Auditing tools for the Cleaning Industry Guide.
- Committing to continuous improvement by regularly reviewing performance data, implementing corrective actions, and updating processes to meet evolving customer needs and industry standards. 🍁

– Dr. Gavin Macgregor-Skinner is a senior director of the Global Biorisk Advisory Council™ (GBAC), a division of ISSA. As an infection prevention expert and consultant, he works to develop protocols and education for the global cleaning industry, empowering facilities, businesses and cleaning professionals to create safe environments.

SOURCE: CMM Online

CALENDAR OF EVENTS

August 13: The CIMS Advantage, Virtual Event, Noon to 2:00 p.m. (Eastern). [Click here](#) for more information.

September 17, 19, 24 & 26: CMI Supervisor & Management Boot Camp – Virtual Event. Noon to 4:00 p.m. (Eastern). Registration Required [Click here](#) for more information.

September 18: ISSA CIMS Expert Virtual Certification Workshop, 10:00 a.m. to 2:00 p.m. (Eastern). [Click here](#) for more information.

September 25: ISSA Hygieia Network Master Class in Allyship: Shaping a More Inclusive Work Environment, 2:00 to 3:00 p.m. (Eastern). [Click here](#) for more information.

October 22, 24, 29 & 31: CMI Train the Trainer (CPT) Virtual Certification Course, Noon to 4:00 p.m. (Eastern). [Click here](#) for more information.

November 18-21: ISSA Show North America 2024 – Mandalay Bay Convention Center, Las Vegas, NV. [Click here](#) for more information.

November 19: Canada Night 2024 – Mandalay Bay Convention Center, Las Vegas, NV. [Click here](#) for more information.

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– Making an Impact Providing Accessible Period Care Products that are Sustainable and “Cool”

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“It sounds so simple, but giving a person another option to manage something that comes every single month gives them flexibility, it gives them freedom, and it gives them choice,” Biggs said. “We want to build a brand that means something to people; that changes peoples’ lives and truly represents a new way of looking at something so natural as a menstrual cycle.” 🍁

For more information, please visit the [joni website](#).

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Where Cleanliness Meets Profitability

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In the dynamic landscape of the cleaning industry, 2024 signifies a pivotal turning point driven by global priorities in **health, sustainability, and technological advancement**. As businesses adapt to new norms, there are abundant opportunities for cleaning professionals to elevate standards, innovate services, and position themselves as leaders in fostering healthier environments.

Embrace the New Clean, Elevate Your Standards and Seize Opportunities!

[Access Resources](#)