

CASE STUDY

Whiz



THE FUTURE OF CLEANING. TODAY.™



OVERVIEW

Applying Automation for Better Customer Outcomes

BES Cleaning, a family-owned and operated business in South Carolina has been providing commercial cleaning solutions and supplies to local businesses for over 30 years. With a reputation for exceptional service, BES practices continuous innovation with the mantra, “How do we serve our customers and community better every day?”

BES determined that now was the time to take the leap into cleaning automation by conducting a rigorous analysis of their workflow and market conditions; and evaluated emerging cleaning technologies such as artificial intelligence and robotics.

In partnership with SoftBank Robotics America (SBRA), BES recently deployed Whiz, an autonomous vacuum sweeper, at their customer sites. With this launch, BES not only leaned into “The Future of Clean,” but also increased customer satisfaction and maintained industry-leading customer retention rates.

With Whiz from SoftBank Robotics, the future of clean is now.



THE CHALLENGE

Quality Critical to Customer Satisfaction and Retention

BES Cleaning is committed to quality. This commitment, coupled with the adoption of automated cleaning technologies, has resulted in unparalleled customer satisfaction and virtually 100% customer retention in the last four years.

However, like others in the industry, the BES Cleaning team has historically faced fatigue from repetitive tasks and has struggled with the challenge of quantifying cleanliness levels for customers. All of this was aggravated further by the COVID-19 pandemic. As demand for a “proof of clean” skyrocketed overnight, BES Cleaning looked to automation to help them maintain their near-perfect customer retention record.

100% customer retention
is possible

Quality is why. Automation is how.

THE SOLUTION

Whiz, the Robotic Coworker

BES partnered with SoftBank Robotics America (SBRA), a global leader in service automation to deploy Whiz, an autonomous vacuum sweeper, and integrate it into their workflow.

With rapid iterations and collaboration from their cleaning staff, BES optimized the robot's routes and timeframes to help their teams focus on skilled detail-oriented work. This has been invaluable, as BES now has the bandwidth to offer disinfecting and sanitizing services to meet the evolving needs of their customers.

The 50+ person team found Whiz extremely easy to use. Now deployed continuously in multiple office buildings, Whiz enables BES to easily and cost-effectively improve cleaning quality and thoroughness. Most importantly, BES is able to overcome a key challenge they faced: quantifying the clean. Thanks to Whiz Connect, a SaaS application that analyzes and displays the data Whiz collects along its routes, BES can now provide a "proof of clean" to customers.

BES also leveraged Whiz's subscription pricing model to achieve better financial outcomes. Vacuuming at customer sites is now a known and predictable cost every month, removing the variables that come with manual vacuuming and owned equipment.



**QUANTIFY THE CLEAN
WITH 'WHIZ CONNECT'**

THE RESULTS

Automation Improved Quality of Customer Care

Since deploying Whiz, BES has seen production efficiency increase by up to 25%. BES is leveraging Whiz to optimize workflow by applying automation to different workflows at each customer site and as a result, cleaning crew productivity has soared. With the time saved, teams are empowered to go the extra mile for their customers while still remaining within budget. For example, one customer was recently delighted to find their doorknobs shining as the BES worker was able to polish the brass while Whiz cleaned the carpet. The ability to provide additional services while staying within budget has been essential to BES's success in addressing the needs of their customers during COVID-19.



25%

increase in
cleaning efficiency.

Overall, Whiz has enabled BES to have happier customers, happier staff, and an improved bottom line.

“Whiz was very simple and fast to deploy, and the subscription-based model is ideal for our financial planning. Our large telecommunications call center customer raved that Whiz is just another example of continued commitment by BES to customer satisfaction through innovative practices. Consider us more than satisfied.”

Matt Sullivan, CEO, BES Cleaning



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