

Case Study



M10 & Cleannotts a partnership committed to cleanliness.

A new white paper has been released by a leading industry support service provider which demonstrates how important cleaning can contribute to a significant increase in member satisfaction within the fitness industry.

The paper 'Improve member satisfaction by 10% through creating a cleaner fitness environment.'

The paper found that cleanliness was cited as one of the most common sources of complaint. In one study, 88% of people said they wouldn't use a gym or athletic facility if it had cleanliness issues, in another, 44% of people would be encouraged to use leisure centres if they had improved their facilities.

Clearly, cleanliness is a big deal to consumers and staff alike. The delivery of a strategic cleaning service can be a direct means of adding value, which creates brand loyalty and contributes to the bottom line.

"Our clients expect high standards of cleanliness, Cleannotts delivers not just a service that is consistent in quality, they are also flexible in their working patterns too. We are an operation that is open 7 days a week, 6.30am till 10pm, so we require a cleaning service to compliment this."

Tracey Hopkinson
General Manager M10



"SeeTheDifference"

- ✓ Office Cleaning
- ✓ End of Tenancy
- ✓ Carpet Cleaning
- ✓ Deep Cleans
- ✓ Retail Cleaning
- ✓ General Cleaning
- ✓ Industrial Kitchen Cleaning
- ✓ Oven Cleans

cleannotts
Complete Cleaning Specialists