

Using Smart Cleaning to Strike a Balance Between Employee Experience and Cost Savings



Case Study

Deloitte.



Introduction

Setting out to [improve the way cleaning services use the digital tools](#) available nowadays, Deloitte has successfully piloted [Smart Cleaning](#) with their facility management service provider and were on top of that able to optimize resources used and time spent thus leading to cost savings.

Company Info

Deloitte

[Deloitte](#) is one of the Big Four global audit and consulting firms. They have [implemented Locatee Analytics](#) across their office buildings in Switzerland. [Deloitte Switzerland](#) has an office portfolio of 14,000 sqm for their 2,200 members of staff. They are highly invested in [testing innovative real estate and facilities management](#) practices and are showcasing them also in their consulting mandates.

Soobr

[Soobr](#) is a [PropTech](#) company based in Switzerland. Their platform and application allow for [optimization and demand-driven planning](#) and execution of cleaning tours based on data and artificial intelligence.

Summary

- Deloitte and their FM service provider set out to [improve organization of cleaning processes](#) and communication with cleaning staff distributing work more dynamically.
- They have successfully piloted a [new approach using the Soobr application](#) that is fed with real-time utilization data from [Locatee Analytics](#).
- Their main goal was to [improve processes, evidence, and communication](#).
- At the same time they were able to [optimize cleaning routines](#) saving resources and consequently cost.
- All while [maintaining a high cleaning standard](#) to keep quality & hygiene during the pandemic.

How it works

Smart Cleaning

The **Corporate Real Estate** and **Facility Management industry** alike are oftentimes put on the spot for not being at the forefront of digitization and exploiting solutions on the market. Deloitte has proven the opposite with their **Smart Cleaning project**.

Their FM service provider felt there was a **better way to organize cleaning schedules** than by paper instructions. Namely, to distribute work more dynamically, setting task priorities based on utilization information and also including a feedback functionality to report on defects.

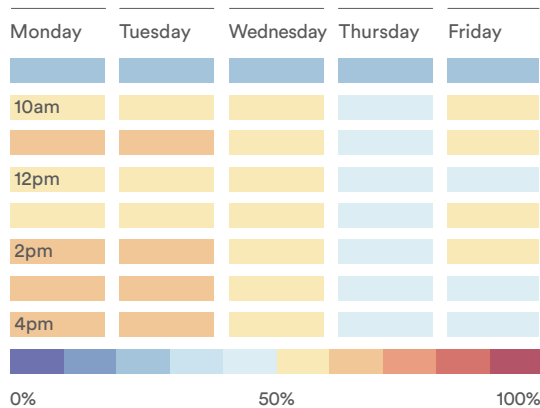
Early on they had tested a new planning mode by combining **Locatee's utilization heat maps** and **information from sensor technology** in the sanitary areas to count the number of door openings, but there was still a touchpoint missing to make that information easily available to cleaning staff on the ground.

Weekly pattern overview

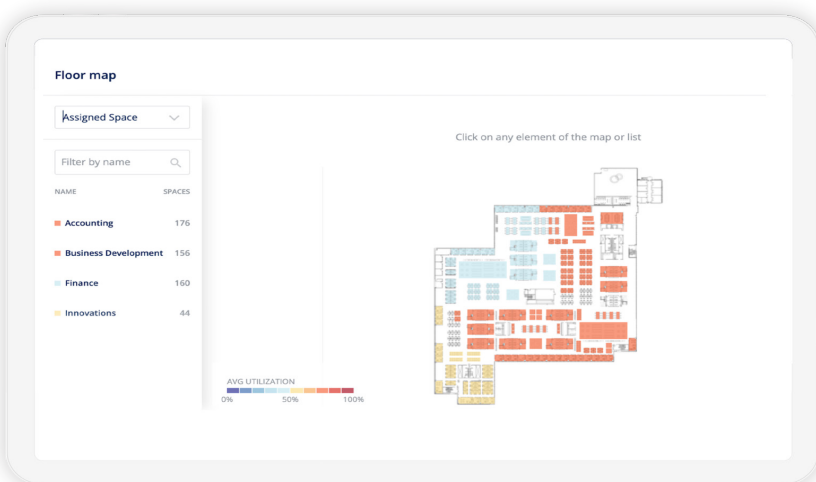
showing average utilization for each working hour

Floor map view

on Locatee Analytics showing utilization of different zones



That's how Soobr came into play. The basic application is set up with **space information** derived from floor plans or *Raumbücher* (applicable in the DACH region) and the service-level agreements for cleaning. With that, **cleaning routes can be planned** and cleaning personnel will get their schedule when they start their shift on a tablet app.



But in order to take it one step further and unlock the full optimization, potential **usage data is required**. Deloitte was able to take the utilization information for different office zones from Locatee Analytics. For enclosed rooms, utilization information was integrated into the Locatee platform from presence detection sensors that regulate air quality or taken directly from sanitary area door sensors.

How it works

With the **daily utilization information**, cleaning programs are now planned responsively after rooms or zones have been in use for a certain period of time. Consequently, the cleaning route for each member of the cleaning staff changes. They get the information on where to clean and which activities to perform on the **Soobr App** and can tick those tasks off as done once they are finished.

That way, it is also possible to report on the cleaning carried out **without having to fill out paper forms**. Additionally in the same interface, cleaning personnel can **report on necessary maintenance**, such as broken light bulbs, stains on the carpet, and anything else they see, with icon buttons, thus avoiding any language barriers.



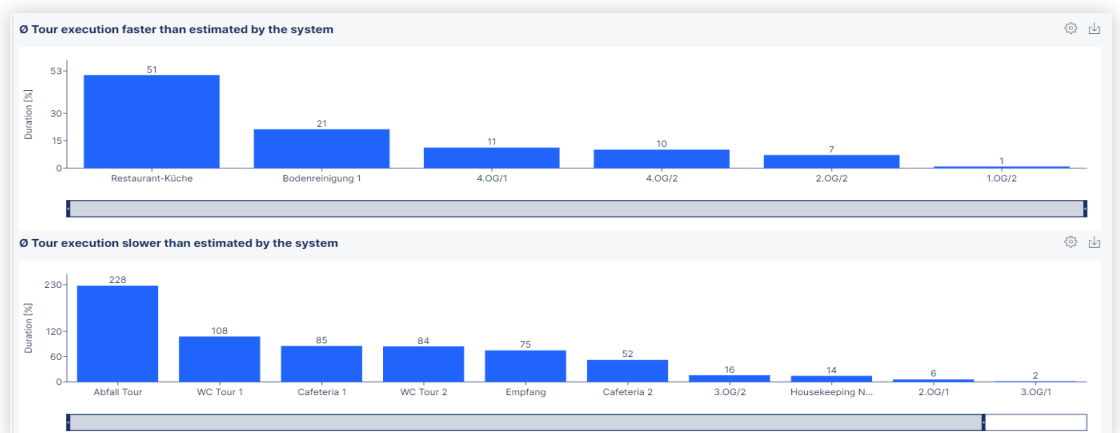
Jonathan Kerros,
Deloitte



“Our service provider now has more detailed insight into cleaning performance, and can adapt to building utilization while improving job satisfaction for their staff - a win-win situation for all.”

The information is visible for Deloitte at any time on live dashboards. Their FM service provider also shares monthly reports on cleaning tours, duration, number of defects and the washroom usage for instance. This **increased the transparency of a service** that usually takes place out of office hours.

Soobr app dashboard



The Results



Evidence & Reporting



Efficiency & Cost Savings



Cleaning Staff Satisfaction

Evidence & Reporting

Besides the clear evidence for Deloitte as the customer, their FM service provider benefits from **more detailed insights** into cleaning performance. When reviewing cleaning routines, it became clear that repetitive, time-consuming tasks, for instance long floor areas, could be **better managed** by a robot. They can also plan more flexibly, for instance when reassigning tours when a member of staff is unavailable.

Efficiency & Cost Savings

Leaning on **utilization data** enabled cleaning services to become **more efficient** with less cleaning products which supports their sustainability goals.

With the **cost savings** from reduction of time spent and materials used the first year, the project was delivered to Deloitte at no additional cost as implementation and licensing fees were effectively paid back.

Jonathan Kerros,
Deloitte



“Adding another use case for the utilization data that we’re already collecting with Locatee was a natural next step and the collaboration with Soobr stepping up our building operations.”

It is expected that from the second year onwards savings will increase. Soobr has calculated an average saving potential of **15%** across their clients depending on flexibility around cleaning schedules and also building configuration. Adding more data sources for demand-based routines will support a stronger business case.

Cleaning Staff Satisfaction

A very compelling outcome is that **employee satisfaction** with cleaning staff has increased as people felt their jobs were appreciated and upgraded by the digitization as well as outcomes clearly measured. Plus, the **language barrier has been removed** with intuitive visualizations and a selection of supported languages. Consequently, there is very small fluctuations in staff.

Taking the leap and moving to a smarter approach to cleaning has paid off for all collaboration partners. Deloitte is showcasing the service model and collaboration with peers and clients as a best practice and is also including learnings in their consulting mandates.

Can we support you making your building operations smarter? We look forward to hearing from you!
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