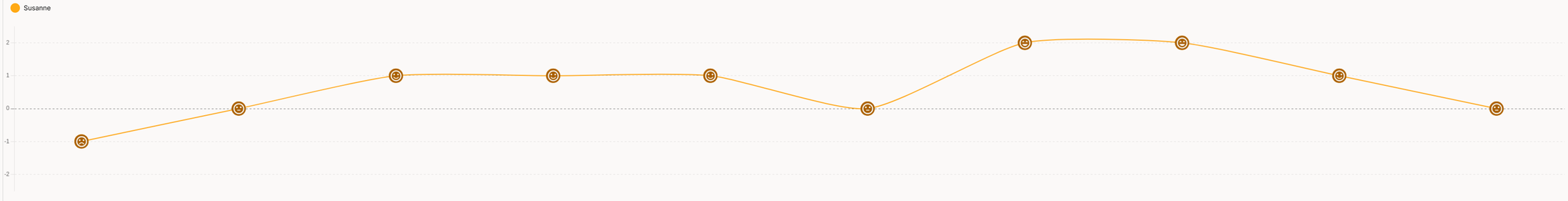
First time using cleaning Service

smaply

Stage	Finding a cleaning service - fist time	Booking a service	Confiring the booking	Arrival day preparation	Arrival	Cleaning	Completing the cleaning	Post cleaning on the day	Following up	Booking another cleaning
Susanne's actions	Googling and checking yelp reviews Contacting neighbors and acquaintances to see if they know a trustworthily service. Her neighbor Tracy recommended a green cleaning company and referred the owner Jack and his team. Susanne decided to contact them as her neighbor have met them	Going on the website Filing the form to book deep cleaning	Receiving email about booking with information on what to expect Still have questions she is a bit a hesitant to let someone new into her home so she calls the service company to hear who will arrive and ask for more details about cleaners	Tidying a bit around the house to clear the things around areas where the team will clean	Susanne is opening the gate for the team and welcoming them inside Susanne is showing the house to the cleaning team	She is not certain what does she need to do during this time. She doesn't want to follow the team around the house but wants to see what are they doing. It's hard for her to relax. She calls a friend to chat.	Susanne does a walkthrough with the senior member of the cleaning team where she can ask questions and raise her concerns.	Susanne enjoys her clean house without being tired She was pleasantly surprised when seeing a little note and chocolate in the bedroom from the cleaners. She doesn't eat chocolate but was happy to keep it for her granddaughter.	Susanne received a the call/email next day to check how her experience was She asks about possibility of repeating cleaning and costs of it. She is not ready to do it now, but would like to think about it. Susanne thinks about leaving a review but still hesitant to write until she tries their repeating service	In a week time, Susanne decides to book repeating cleanings on trial basis. She calls the manager in the company.
Emotion chart										
Company Front Stage		Sending personalized email confirmation with addressing all the requests Answering the phone and reassuring Susanne about how the company is doing the cleaning and her needs that are part of the package.	Sending SMS update when the team is arriving to the house	Team is ringing the bell and pulling the car in They are taking the equipment and heading to the house. At the entrance they change their shoes to inside working non-slippery shoes They do a walkthrough at the beginning to get the know the property They inform Susanne about how they are going about with the cleaning, showing the green cleaning chemicals they are using in case she would like to see ingredients. In case her cleaning falls on their lunch time, they inform her it might happen.	They perform the cleaning room by room according to the check list and standards If something can't be clean they communicate to Susanne The person who completes first helps the other person	On member of the team is doing a walkthough Other member is tossing garbage and setting back the cleaning equipment and chemicals Is Susanne is not satisfied with something that's on their checklist, they repeat the cleaning of that area. Upon completion they leave a little chocolate on the bedside with the note from the cleaner	Manager gives a call to check if everything was ok with the cleaning. If there are areas of dissatisfaction they offer a free re-do or promise to give more attention on next cleaning - depending on severity. Presents different packages for repeating cleanings	Manager receives the call with repeating booking and takes details about her special requests if any ("do not touch the paintings")
Company Back Stage and suppor	SEO Setup Referral Program with existing clients Management of yelp Account and responding to reviews in timely manner	Sending the confirmation about cleaning request Inputing the cleaning in CRM system and designating it to the specific cleaner and adding to their schedule	At the time of the call inputing the notes about the specifics in the CRM system - about what to put more attention to and be careful about.	Cleaners clocking in Cleaners arrive into the office and during briefing going about the plan how they will go about the cleaning Cleaners preparing the chemicals and equipment for deep cleaning in Susanne's house Cleaners changing status to drive once getting into car	Cleaners setting the clock on beginning of the cleaning They divide into doing rooms - backwards toward front, with one person starting with the bathroom	For each room cleaners check checklist on the CRM If needed take photo of the little things that might need attention If they need to take a break, they mark it on the CRM, and sit in the car or walk outside of the house during that time.	Changing status on CRM for completion of the cleaning Getting in car and heading to the office	Team arrives back to the office to set back and sets time clock to office time All equipment is being sanitized Dirty rugs and mop heads are put in for washing Upon completion they clock out Manager evaluate the cost of the deep cleaning by checking the time it took to clean, as well as driving time.	Manager puts the notes on the account when to follow up with Susanne and about the offers he presented.	Manager inputs information in CRM for cleaners and sets up biweekly cleaning He sends confirmation email to Susanne
Touchpoints (green - comp)	Email SMS Phone Face to face Browser - Google/Yelp	Email SMS Phone Face to face Company website CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)	Email SMS Phone Face to face Browser CRM (Service Autopilot)
Pain point	**Struggling to choose a service** Reading the comments can be so overwhelming. I am not sure who to trust, and what is important.	**Not quite sure how to answer some of the questions in the form.**	**Trust** Not knowing the people who will come into your house is a pain point for most homeowners when getting a service for the first time.			**Hard to relax** A lot of people are kind of nervous having someone in your house/especially for the first time. The instinct says we should take care of them, but you don't want to be on their way. Impact Reach Cost				
Solution	**Make video with clients recommendations** People react to seeing faces with more trustworthiness then seeing a written review. Chances are they might even know the person.	**Add hints to the form** Provide more hints and examples in the form Impact Feasibility Reach	**More info** With the confirmation sending some information about the specific cleaner - maybe a video or some details about experience with the company and why they like their job etc.							