



# Commercial Cleaning Technologies: 3 Reasons to Hire a Commercial Cleaner



Executive  
Report



An overview of how and why to hire a commercial cleaning provider.

# Executive Summary

When it comes to keeping a business running smoothly, you may think about the importance of great customer service, employee satisfaction, and reputation management. What you may not realize, however, is that the way you clean and disinfect your business impacts all of these crucial factors and more.

Maintaining a high standard of cleanliness gives customers a great first impression and prevents the spread of germs, contributing to a business's reputation. However, relying on existing employees that may already have a heavy workload is not an ideal solution because it can lead to an unsatisfied workforce and high turnover that can become costly. How are businesses to keep up with the ever-increasing demands for sanitation from customers?

Working with a qualified commercial cleaning provider has many benefits for businesses. For one, you can achieve a tidy and safe work environment without training and managing new employees or adding to current employees' plates. In the current overloaded workforce, these benefits are crucial. Commercial cleaning crews have access to the latest technologies, such as EPA List N disinfectants proven to kill the virus that causes Covid-19, making them more efficient and thorough. A good commercial cleaning provider should act as both a consultant and an extension of your team, helping to keep your facilities maintenance schedule organized and advising on the most important steps for your business.

# 3 Reasons to Hire a Commercial Cleaner

There are many reasons that hiring a commercial cleaner is a worthwhile investment. A clean environment may seem like a nice-to-have perk, but in reality, cleanliness forms the backbone of a successful business. When it comes to reputation management, preventing illness, and improving the work environment, it all starts with cleanliness that can't be achieved by just any team.

## 1. Reputation

One of the first things visitors to your business will notice is how clean it is. Whether you're a store welcoming customers or an office space bringing in prospects, first impressions matter. In fact, expectations for cleanliness are higher than ever post-pandemic. A recent survey found 88% of Americans plan to remain "extra cautious" of potential germs even after they become fully vaccinated (Stratus Building Solutions).

Maintaining high standards for cleanliness furthers your reputation as a trustworthy business. It's also an important part of reputation management from a public relations perspective. Word of a dirty or dangerous business can quickly spread via customers or even employees. Hiring a commercial cleaning company signals to customers, prospects, and employees that you are doing everything in your power to maintain an exceptionally clean and healthy space.



# 3 Reasons to Hire a Commercial Cleaner

## 2. Prevent Illness and Spread of Germs

Cleaning and disinfection aren't just about appearances. Germs and viruses that can cause serious illness, including the flu and Covid-19, can easily spread throughout a large space quickly without proper disinfection. Even dust, mold, and mildew can cause respiratory distress in sensitive individuals. Cleaning and disinfection contribute to keeping your space safe and comfortable for customers and employees.

Simply wiping down high-touch surfaces on a weekly basis isn't enough. Norovirus can last 350 hours on surfaces and E coli (found mainly in kitchen areas) can last up to 500 days on surfaces ([The Clean Space](#)). These are just two examples of germs that can threaten your employees and customers.

A qualified commercial cleaning company should have access to advanced tools and materials that are needed to maintain a healthy environment. For example, dust can accumulate in hard-to-reach places, like fans or vents in tall ceilings. A commercial cleaning provider will have the tools to reach these spots and can advise you on how frequently this kind of deep clean should occur. Additionally, tools like electrostatic sprayers and antimicrobial surface protection products allow them to disinfect almost any surface and give long-lasting protection.





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## 3. Improve Work Environment

Employees deserve to feel safe and enjoy a pleasant environment. Many employees will hold their employers to higher standards of cleanliness now that we've experienced the pandemic. A clean and tidy workplace contributes to higher productivity and job satisfaction.

Regular cleaning and disinfection also benefits employers by boosting efficiency in the workplace. The average employee loses 9 working days per year to illness ([Facility Executive](#)). Of course, employees are entitled to time off and it's not beneficial or safe for anyone to come to the office when feeling under the weather. However, your employees would probably agree that they would rather spend less time feeling sick and perhaps use some of those days off for vacation instead!

As you can see, working with a team of cleaning and disinfection experts will benefit your business in ways you may not have even considered. However, it's not necessarily as simple as hiring just anyone. You need a crew with access and experience using the latest tools and technologies.



# Cleaning Technologies

Professional commercial cleaners have access to the newest technologies that are proven to be effective. Most importantly, a good commercial cleaning team is trained to use these tools and technologies. Certain solutions or tools can be potentially damaging in the wrong hands. For example, some disinfectants could damage finishes or stain fabrics. A trained team knows how and when to use every tool to achieve the best possible result. The special tools commercial cleaners use include...

## **EPA List N Disinfectants**

These are products approved by the Environmental Protection Agency (EPA) to protect against the virus that causes COVID-19. These products can be used to disinfect the workspace, particularly high-touch areas.

## **Steam Cleaners**

Steam cleaners can safely kill germs and viruses in hard-to-reach places or on porous surfaces like upholstered furniture. Steam is safe and effective to use on most fabrics, whereas some other disinfection methods can cause discoloration.

## **Electrostatic Sprayers**

Electrostatic sprayers mix disinfectant solutions with air, then apply an electric charge to them through an electrode inside the sprayer nozzle. The disinfectant is then sprayed onto surfaces. Any negatively charged surface bonds with the positively charged disinfectant, resulting in a more even and thorough coat of disinfectant, which aids in the killing of any pathogen. This facilitates much faster disinfection of large spaces.

## **Foggers and Misters**

Foggers emit a mist that consists of tiny droplets of disinfectant. The particles in the fog remain suspended in the air long enough to kill airborne viruses and bacteria. The disinfectant also eliminates pathogens on surfaces, including ceilings, walls, furniture, and floors.

## **Antimicrobial Surface Protection Products**

Antimicrobial Surface Protection Products provide long-term (up to 90 days) protection to hard surfaces. They are applied to disinfected surfaces to continue protecting the surface until the next clean. This is especially important for high-touch surfaces like doorknobs or key card scanners and is more effective than relying on frequent disinfection.

Understanding when to use these professional tools requires training and practice. Commercial cleaners already have access to these tools, which are often expensive and difficult to obtain. This is why it may be more efficient in the long run for employers to work with a commercial cleaner than attempt to hire and train their own team.

# Finding the Right Fit

Hiring just any commercial cleaning provider to manage your facilities cleaning and disinfection isn't enough – It's important to have a provider that feels like an extension of your team and an expert consultant. Typically a facilities manager will handle the relationship and act as the day-to-day contact with your provider. It's important for the facilities manager to have a positive relationship and see the provider as part of their team. When exploring your options, look for the following traits...

## Ongoing Communication

The team should maintain open lines of communication and take a proactive approach to any issues. For example, if a holiday will interfere with your regular cleaning schedule, they should reach out in advance to offer alternatives. It's the facilities manager's job to use these open lines to communicate any special requests or timing needs. Communication must work both ways.

## Customer Service Support

It's helpful for your team to have an office presence in addition to workers on the ground. For example, OpenWorks offers customer service support via phone or email and each district has a dedicated manager in case issues must be escalated.

## Regular Inspections

While your day-to-day team should be reliable, it's important to also have oversight in the form of regular inspections. This ensures that cleanliness and disinfection standards are upheld without the facilities manager having to micromanage the situation.



OpenWorks offers these benefits and more, including...

- Regular inspections
- Daily customer communication
- Dedicated District Manager and customer service support
- Compliant with CDC cleaning and disinfection guidelines
- EPA approved disinfectants and cleaning products
- OSHA certification and compliance with state and federal agency standards
- Background checks on service providers
- Comprehensive, customized service, delivered consistently across all your facilities



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