



**CLEANING
SERVICES
GROUP, INC.**

Communication



Accountability



Proactivity



Consistency without Compromise—Is it Possible?

It's no secret that in the commercial cleaning industry, keeping costs to a minimum is extremely important. You don't want to spend a fortune keeping your facility clean, and in fact you'd rather not spend anything on it at all. However, because you recognize that dirt is one of those unpleasant realities that isn't going away by itself, you know you need to hire a cleaning company. You may be tempted to simply award the contract to whoever can do the work for the least amount of money, but before you do so, consider the potential hidden costs of that decision:

- What is the cost to you when you have to spend time calling back your cleaning company to complete work that wasn't done properly the first time?
- What is the cost to you when your cleaning company doesn't show up on time (or at all), and doesn't follow up to fix problems or respond to emergencies?
- What is the cost to you when OSHA or other government agencies fine you because of health or safety violations related to negligence on the part of your cleaning company?
- What is the cost to you when customers visiting your business are turned off by unsanitary conditions that your cut-rate cleaning contractor overlooked?

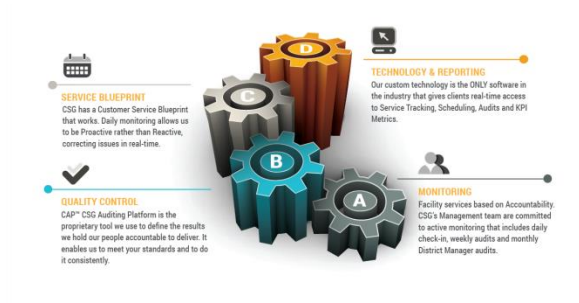
When you take these questions into consideration, it becomes evident that the potential costs of hiring the lowest bidder could be quite high. But what if there was a way to get the results you want without compromising on price? Is that even possible?

Experience the CSG Difference

We're happy to report that when you work with CSG, high-quality service at a price that doesn't burst your budget *is* possible. Of course, that's what every other company in the cleaning business promises also. What makes CSG different? We believe our core difference can be summed up with one word: *accountability*.

Our proprietary CAP™ software holds us accountable

The *CSG Auditing Platform (CAP™)* is the proprietary tool we use to define the results we hold our people accountable to deliver. It's the only software in the industry that combines scheduling, internal audits, 3rd party audits, and reporting on KPI metrics. Here's a snapshot of how it works:



CAP™ → Communication + Accountability + Proactivity = Stress Free Customer

Our process holds us accountable

At CSG, the acronym CAP doesn't just stand for our one-of-a-kind software. It also references our company philosophy of *communication, accountability, and proactivity* that leads to stress-free service for our customers.

Communication starts at the top and weaves its way through the entire CSG organization. Our management and front-line cleaners must all believe in our mission of accountability and proactivity if we are to provide a high level of service. And that communication carries forward to our customers. Frequent communication at the facility level plus the ability of our clients to easily reach the upper management at CSG are important to our clients. It's one of the things they've said makes us different from our biggest competitors.

Accountability is achieved in many ways – through hiring the right service providers, effective training, and accountability technology that is used in every facility we clean, every day. Front line cleaners are not left on their own, they check in with supervisors daily, which keeps them engaged and accountable.

Proactivity is the result of hiring the right people, training them on our system of communication and accountability, and empowering them to be proactive in their job and serving the customer. CSG front level staff and management are trained to...

- **recognize** potential problems
- **own** the problem by making a decision to take action
- **solve** the problem by deciding on a course of action and/or involving their supervisor
- **fix** the problem by using their training

CSG's staff are proactive at every level, and are trained to ask the question, "What else can I do?" to achieve the desired result. By applying these concepts, employees begin to embrace accountability in their daily work. And that is why we can deliver tangible, measureable results for each of our clients.

Our people hold us accountable

CSG is a very entrepreneurial company. We actively solicit ideas from everyone in the organization from the cleaners to management, and then test the best ideas to make sure they work in the real world. If they pass the test, we implement them right away throughout the company. At our larger competitors, on the other hand, multiple layers of management and bureaucratic red tape make change a slow and painful process.

Thanks to our **proprietary software**, our **process**, and our **people**, when you work with us you won't have to spend time managing your cleaning service. As we all know, time is money, so giving you more time to run your core business has a direct impact on your bottom line. That's why we know that while we may or may not be the lowest bidder, we are definitely the best choice for your cleaning partner.

Our Story

As is the case with many cleaning businesses, our founder, Dennis O'Brien, started out in the industry working as a cleaner. His first small company suffered a devastating blow when he lost his largest customer, and he ended up closing the business. However, unlike many entrepreneurs who find themselves in that situation, Dennis didn't give up. He took the lessons he learned from that failure and applied them when he started Cleaning Services Group. Under his leadership, CSG has grown from a small start-up operation to a national organization with over 40 office branches that serve over 1,500 customer sites. However, Dennis has not forgotten his humble beginnings—to this day, he still visits with cleaners on the job site to get their feedback and hear their ideas.

Meet Our Executive Team



Dennis G. O'Brien, President and CEO

Dennis O'Brien founded Cleaning Services Group, Inc. in 1992. He brings over 25 years of experience in the building services industry. He built Cleaning Services Group, Inc. by putting the best people, products and systems in place to ensure that the customer is satisfied, every time. Dennis utilizes technology and training in all initiatives to set the company aside from the competition.



Rick Sturgis, COO

Rick Sturgis has more than 20 years of experience in the building maintenance industry where he has had significant expertise in operations and facilities management. Rick plays a key role and is responsible for the implementation of all new business as well as maintaining an Industry leading National Cleaning program for the Company.



Laureen Hyde-Franklin, VP of Operations

Laureen has 24 years of managerial experience, starting in corporate retail, managing a high volume customer service call center, then 7 years as a Recruiting Manager for Robert Half International, and 10 Years with Cleaning Services Group, Inc. In addition to her role as VP of customer relations and human resource, Laureen also oversees operations and IT.



Brian Smith, VP of Operations

Brian came to CSG with over 35 years' experience in the retail industry. Prior to joining CSG Brian was the Director of Merchandising Support for a large supermarket company. He has extensive experience in retail operations, merchandising, purchasing and support functions. In this prior position, Brian was also responsible for a variety of contracted services. He has over 20 years' experience managing various janitorial services programs. Brian's experience managing janitorial services for many years provides him with a unique perspective as to what our customers' needs are.

Industries We Serve

CSG is proud to clean over 60,000,000 square feet at more than 1,500 customer sites every day. We have experience working with companies from over a dozen different industries, many of whom have very specific requirements when it comes to their cleaning needs. Here are just a few of the many industries we serve:

Healthcare and Medical

Maintaining a clean environment in a medical facility is critical. Not only does it help reduce the spread of infection and protect the well-being of both patients and staff, in the case of hospitals it also helps improve HCAHPS scores. Our team members who work in health care facilities receive training on the specific requirements of each location they serve.



Grocery and Retail

For grocery and retail stores, the difference between a clean environment and a dirty one could be the difference between a one-time customer and a lifetime customer. No matter how fresh the produce or how great the service, if customers find dirty floors and restrooms in your store, it will taint their perception of your brand. That's why we pay special attention to these sensitive areas when we provide service to our grocery and retail clients.



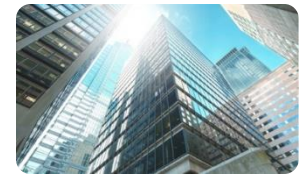
Education

Educational institutions present the cleaning challenges of a restaurant, office building, retail store, and hospital, all in one location. When we clean an educational facility, our goal is to minimize the spread of germs and bacteria in a very high-traffic environment where sanitation and cleanliness is often not top-of-mind for the students.



Office Buildings

While office buildings might not be subject to the same legal requirements as hospitals and grocery stores when it comes to cleanliness, there is no reason why they should have lower standards. A clean office building makes tenants happy, keeps workers healthy, and leaves visitors with a good impression.



Distribution Centers

One of the main concerns when it comes to cleaning large warehouses is the safety of the employees who work there. Keeping these facilities clean reduces downtime and helps ensure they are in full compliance with OSHA regulations.



Our Services

Every customer and building has different needs. That is why you will receive a plan that is tailored specifically to your buildings' unique needs while keeping costs down. Our team will perform a full assessment of your work site needs and prepare a custom quote and Scope of Work.

Janitorial Services

One of your top concerns when it comes to janitorial services, is getting high quality service within your tight budget. That is why we create a custom cleaning program for each facility we clean. Our goal is to help you increase profits while staying within budget.

Hard Floor Care

Commercial buildings contain a variety of surfaces, which is why you need a cleaning service that specializes in hard floor care. No matter the type of flooring, we've got you covered: VCT tile, ceramic tile, stone floors, concrete, and more.

Carpet Cleaning

You care about two things when it comes to carpet – clean appearance, and asset preservation. We'll evaluate your needs and recommend an annual maintenance program that includes a combination of deep extraction cleaning, interim cleaning and traffic lane cleaning.

Window Cleaning

You need a janitorial service that does it all. Whether it's inside or outside window cleaning services, our window washers are skilled in the most productive squeegee techniques and use of the latest equipment such as water fed pole systems.

Outside Services

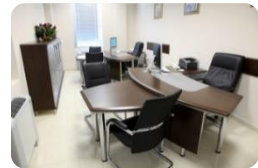
In addition to traditional janitorial services, many property managers and building owners want their contractor to take care of outside services. CSG has the staff, equipment and experience to handle outside services such as window cleaning, pressure washing, parking lot maintenance and landscaping.

Construction Cleanup

CSG provides construction cleanup services for clients from large jobs to small. Client businesses grow and change -- some may move into a larger building; some may remodel a section of their existing building. Regardless of the situation, we have the experience, equipment and staff to handle it for you.

Emergency and Disaster Cleanup

Every building owner and property manager must be prepared for the unexpected. And when it comes to emergency and disaster cleanup, CSG is the partner you want in your corner. CSG is prepared to help in any situation, 24/7, 7 days a week.



Our Process

When we begin working with a new client, we have a very specific process that we go through to ensure that the relationship gets off to a good start and work begins in a timely manner.



When awarded a contract, we begin by creating a plan of action to bring any deficiencies up to the customer's brand standard. This becomes the baseline of cleanliness so employees understand the daily standard they must achieve.



Next, "Train the Trainer" is initiated so all staff are trained on all processes for the location(s). This begins with selecting the Area Manager and training him or her on the scope of work, chemicals and equipment to be used on site.



Background checks are performed on all personnel who will be working on-site. Daily team meetings begin at this point in the process and includes procedural, safety and equipment training. Equipment is delivered to the site.



Management walks through the location with the customer and CSG staff to outline the start-up cleaning process. After initial project work is completed, the start-up and project team turns the site over to the cleaning staff and management team.

Our Technology

Today's purchasers of cleaning services have high standards and expect their janitorial service partner to provide real-time service performance reporting. CAP™ (CSG Auditing Platform), is proprietary software that works. Daily monitoring allows us to be Proactive rather than Reactive, correcting issues in real-time. CSG's management team and clients have immediate access to service tracking, status updates, performance audits, and scheduling.

CSG utilizes Real Time Reporting through our IVR Portal. IVR communication is cost effective and allows you, our Customer, to view the same details online.

Some of our clients require an additional layer of security. CSG uses the latest in Biometric Security with finger print scanning technology. This allows the system to automatically authenticate each employee. Plus it helps to avoid 'buddy punching'.

You have access to daily, weekly or monthly KPI's and Service Reports. We monitor this information daily and report back to you on an exception based reporting schedule so that you don't need to be involved in the day to day.

Frequently Asked Questions

Many prospective clients have the similar questions about our cleaning services. Below are answers to some of the most common questions we get.

How often do you communicate with clients?

Our supervisors communicate with the managers of the locations we clean a minimum of once a week, and in many cases daily. If there is a concern, the site manager can bring it up with our supervisor during their routine daily or weekly communication.

How quickly do you respond to emergencies?

We respond to all emergencies within 2 hours. High-priority requests of a non-emergency nature are responded to within 4 hours, and all other issues are responded to either the same day or the next day.

Do you have any references I can speak to?

Yes! We are happy to refer you to some of our current clients who can vouch for the quality of our work. There's a great chance we can even connect you with a current client in your industry so that you can speak with someone who is familiar with your needs and challenges.

Should Ask Questions

In addition to questions that prospective clients frequently ask us, there are other questions that they *should* ask us in order to help them make a more informed buying decision.

What reporting capabilities do you have?

We have the ability to give clients KPI reports covering the results of audits, attendance, and other factors that influence performance. These reports demonstrate to our clients that we are delivering on our commitments to them.

What does your proprietary CAP™ software do that the off-the shelf software used by your competitors doesn't do?

Our software combines service scheduling, performance audits, reporting on KPI metrics, and real time communication at your fingertips, custom designed to fit your needs. In addition to custom performance metrics, CAP™ tracks inventory levels and makes order recommendations so you never find yourself out of stock on consumable products.

How do you validate the quality of service?

In multiple ways. Our IVR system ensures all employees show up for their shift and alerts Supervisors of missing punches. Supervisors have direct, daily communication with cleaners and use CAP™ to perform quality audits on schedule – no exceptions.

Our Clients

CSG is proud to count some of the most recognized brand-name companies in America among our clients. If you have recently visited one of the companies listed below, there's a chance that you may have already observed our work first-hand without even realizing it.



Case Studies

The following case studies illustrate how our services have helped solve problems faced by clients in the medical and retail industries.

FastMed

FastMed Urgent Care is the fastest growing urgent care clinic in the U.S. With over 110 clinics in North Carolina, Arizona and Texas, the company went from 75 employees to over 1500 employees in just 4 ½ years. Because of the fast growth, FastMed found it difficult to manage so many different cleaning contractors, and the lack of standardization was wasting time and money. Every clinic used different cleaning chemicals, tools and equipment. Consistency and safety in regards to medical cleaning is critical, so this situation was no longer acceptable. Another challenge was that the cleaning was done in-house in all the Texas clinics, so converting to contract cleaning was going to be a big undertaking.

For these reasons, FastMed understood they needed to make the switch to a national cleaning contractor that could handle the fast growth and also standardize all cleaning operations. This would save them considerable expense by paying just one company to manage all cleaning operations. CSG has seamlessly managed the conversion to standardized cleaning supplies, equipment and procedures.

Another key function CSG has implemented for FastMed, is the company's proprietary software and auditing system, CAP™. CSG has perfected the accountability and auditing piece for multi-location clients. Every clinic is now in the system and on a pre-determined auditing schedule that is available to FastMed management on demand. This gives them complete transparency into everything CSG is responsible for in each clinic, including performance, scheduled services, supply levels, and equipment maintenance for each clinic. FastMed is now positioned for continued fast growth and CSG is ready to handle the cleaning for each new clinic as they open.

Wegmans Grocery

Wegmans is a rapidly growing grocery store chain with nearly 45,000 employees and 87 stores serving millions of customers in six states. CSG currently is responsible for cleaning at over half of all the Wegmans locations in the country.

One problem that we've helped solve for Wegmans is keeping their construction sites clean as they erect 4-5 new stores per year. They were having a very hard time keeping the stores clean as they were being built, so they actually brought us in to start working during the construction phase. We helped maintain an environment free from dust, debris, and oil spills from construction equipment, which not only improved the safety of the work site but also ensured that the stores were ready for their grand openings.

We were so successful keeping the stores clean as they were being built that the construction contractor used by Wegmans actually requested that we be involved in future store openings. As a result, we have been awarded the cleaning contract for every new Wegmans location that has opened in the past five years.

Testimonials

CSG is one of the leading janitorial contractors and they are our #1 partner. We have very high standards, which they've exceeded time and time again. Communication and follow up is important to us and they make that their priority. Their CAP™ Software allows them to be proactive and provide consistent quality. Couple that with hiring the right people and training them to be accountable, and you've got a long-term partnership.

Dick Sortino, Wegmans

One of the things we love about CSG is the fact that we don't see a lot of turnover in the cleaning crews. The trust factor is important to us, and the more familiar we become with the cleaning crews, the more they become part of the family. I also appreciate the fact that even though they are a large company I can still get on the phone with Rick or Dennis if I have to. And if I have to leave a message they call back very quickly. They are just good people.

Ken Whitaker, Holladay Properties

I once asked a competitor who did their cleaning service because I took one look and said, "Boy, that's the kind of floor I would like." I called Cleaning Services Group and said, "I want your services." That was 18 years ago. They have a great business model for finding and retaining good people. Never, ever have I had a floor not cleaned... ever! They're always here, they have great communication and I pay just one bill. I would never even think of using another company.

Chip Cingari, ShopRite

CSG has been our service provider for many years at multiple locations. The biggest reason we stay with them is their consistent service. I never hear of issues or complaints, which is important to me because that can become a huge distraction. They're always available to us when we add a new location, expand an existing location or have special projects such as event preparation – they do it all. One other thing that is unique about CSG is that as large as they are, I still have access to upper management, which is not the case with many national companies. If I need to, I can call the CEO and have confidence that he will make himself available to me.

David Rothberg, Laticrete International

