

## CASE STUDY

# CleanTelligent freshens up its software solutions with Infor Birst

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CleanTelligent Software helps in-house and contracted janitorial teams simplify the flow of communication among their employees, clients, stakeholders, and building patrons. The company's software enhances processes to help teams protect project margins, showcase results, and track and improve janitorial quality control. With 17 years of experience, CleanTelligent knows how to capture and use performance data to help janitorial teams reach new levels of success.

**Headquarters**

Provo, Utah

**Industry**

High tech

**Infor product**

Infor Birst®

**Website**[cleantelligent.com](https://cleantelligent.com)

**“ Birst summarizes our customers' performance, which makes it easier to spot performance trends, make informed decisions, and improve team performance. The result: The janitorial teams using our software can build lasting customer relationships based on consistent performance delivery and trust.”**

**CADEN HUTCHENS**  
President, CleanTelligent

As an essential factor in ensuring operational continuity and protecting the health and safety of an on-site workforce, janitorial quality is becoming a mission-critical issue in today's business reality. CleanTelligent's solutions play a vital role in helping janitorial service providers maintain quality control and open lines of communication with their customers to spotlight and address issues before they affect the quality of service.

Quality control and communication can dramatically improve the experience for CleanTelligent's customers in a competitive industry where the initial differences between service providers aren't always clear, and the cost of switching is comparatively low. "One of the largest problems janitorial contractors face is high client turnover. In fact, a janitorial company's customer lifetime averages four years or less," says CleanTelligent President Caden Hutchens.

CleanTelligent's software analyzes and summarizes a custodial team's performance and helps janitorial managers provide ongoing updates for property owners, patrons, and managers—replacing what has historically been a highly manual, paper-driven process. "Our quality control software helps teams proactively track and monitor their service delivery—instead of waiting around for a customer complaint," Hutchens says.

## Meeting the demand for advanced analytics and reporting

When the company's clients began asking for a more dynamic way to present reporting data, CleanTelligent opted to embed Infor® Birst analytics into its existing solution rather than develop the same capabilities from the ground up—creating a single, market-ready system that seamlessly integrates with CleanTelligent's existing operational capabilities.

One of the factors that made Birst the right choice for embedded analytics was the Birst API that allowed CleanTelligent to preserve existing customer management automation and capabilities by automatically updating Birst too. For example, when onboarding new clients, CleanTelligent can mirror a client's contracted functionality in Birst. Another essential need was to keep individual client data segregated from that of other clients. Birst's virtual tenants allowed CleanTelligent to keep each client's data secure and separate.

## Business challenges

- Improving the customer experience with dynamic dashboards and reporting
- Retaining customers through predictive analysis to determine which clients are most likely to cancel service
- Capitalizing on advanced analytics capabilities to build market differentiation
- Improving client retention rates and saving clients time and money

## The value of compelling visualizations and actionable insights

The primary driver in the decision to embed Birst was the ability to give clients dynamic reporting and dashboards that presented data in a compelling visual format. Birst analyzes and summarizes the performance of CleanTelligent's customers, making it easier for them to identify performance trends, make informed decisions, and build lasting customer relationships based on consistent performance delivery and trust.

Birst delivers actionable insights to help teams monitor what is going well, while highlighting areas where processes need to be corrected as quickly as possible. Those insights also help CleanTelligent's clients demonstrate that they've stayed in compliance with contract terms and are delivering the highest quality of service to their own clients.

Finally, Birst allows CleanTelligent's customers to document the level of service that they're providing by presenting the underlying data and trends that illustrate their activity. When an inspection uncovers a deficiency, Birst dashboards highlight the drop in performance score, and users can drill down into details on the location history, the inspector, the worker responsible, and other factors to zero in on the root cause and take corrective action before the customer issues a work order or files a complaint. If a dashboard doesn't address a specific analytical need, clients can use Birst Visualizer to create their own self-service reports and custom dashboards.

## Anticipating attrition, taking corrective action

CleanTelligent also uses Birst analytics to understand its own business challenges. The company uploads data from across all of its customer accounts then tracks key metrics to find patterns that customers often follow before canceling their service. By identifying customers who may be considering cancellation, the company can proactively address their concerns and keep them in the fold.

## Creating clear market differentiation

Embedded Birst capabilities give CleanTelligent a way to differentiate its solution from competitors' offerings and homegrown tools. As Caden Hutchens puts it: "Data's supposed to tell you a story. Data is supposed to help you make decisions as a business. Our job is to provide that to clients quicker, faster, and easier and actually help them grow a team." With the insights gained from embedded Birst capabilities, CleanTelligent's clients can improve their service quality in this new business climate when cleanliness can mean the difference between staying up and running or shutting down operations.

### Business results

- 100% annual ROI through data monetization
- Increased customer satisfaction by delivering new reporting capabilities faster
- Market differentiation through an advanced embedded analytics capability
- Real-time reporting, enabling clients to correct issues and improve service quality and customer retention

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