

The Key to Professional Cleaning

An induction video on Honesty & Reliability for cleaners

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<p>Visuals</p> <p>Scene 1 – Expectations</p> <p>WishWash logo and opening caption 'The Key to Professional Cleaning'</p> <p>Introduce main cleaner character walking along residential street. Walks to house, into garden and up to front door. Takes out front door key and pauses.</p> <p>After pause, cleaner opens front door and goes in. Takes off coat and starts cleaning work.</p> <p>Introduce caption 'Honesty & Reliability'</p> <p>Establishing shot of outside of Client A's house</p> <p>Trendy house – two shot of couple sitting on sofa. VOX POP STYLE</p> <p>Establishing shot of outside of Client B's house</p> <p>Posh house – client sitting at dining table with business papers on it – evening shot with curtains drawn VOX POP STYLE</p> <p>Establishing shot of outside of Client C's house</p> <p>Nice terrace house, mother and kids (being kids) in kitchen VOX POP STYLE</p>	<p>Audio</p> <p>Musical sting, which then drops underneath the narration</p> <p>Narration</p> <p>Think about it... Who do you trust enough to give the keys of your home to - members of your family, your close friends, your neighbours? This is an important question to ask yourself, and will help you to understand the relationship between a professional cleaner and their client.</p> <p>WishWash has built their reputation by making sure that their cleaners understand what their clients expect from them. While each client will have their own specific expectations, they will all demand two main qualities in a professional cleaner – namely Honesty and Reliability.</p> <p>Music to fade away</p> <p>Ambient</p> <p>Client A – Married Couple “(WIFE) We want a cleaner who we can trust when we're not here. This is our home. (HUSBAND) It took us a very long time to get to trust our old cleaner, and that was something we valued greatly.”</p> <p>Client B– Successful Business Woman “I rely on my cleaner a lot. I quite often hold business meetings at home in the evening - sometimes at very short notice. If I have to come home to an untidy house it doesn't make me look professional.”</p> <p>Client C – Mother of Two Office Worker “I'd like to think that I am getting value for money. It is a bit of a luxury for me, so it has to be worth it. Also, with the kids about, I need to know that the house is being cleaned properly – by a professional.”</p>
<p>Scene 2 – Reliability & Honesty</p> <p>Back to shots of the cleaner cleaning the house – perhaps showing care to avoid cross-contamination</p> <p>Shot in WishWash office of staff taking an enquiry from a new client – cut away to Client Character with WishWash leaflet in hand</p>	<p>Narration – ambient in background</p> <p>As a professional cleaner your reliability will be shown in a number of ways. However, it is first impressions that really count, so the initial contact with a new client provides an opportunity to show them just how reliable you are. Once a client has approached us for a cleaner, we will then contact you to offer the work. If it is the type of job you are looking for you will then have to contact the client to make an appointment for an interview – and then confirm that appointment with us.</p>

Shot of cleaner at home answering call from WishWash

Shot of cleaning taking notes about the client, cut with shots of WishWash office staff on telephone.

Cleaner ending one phone conversation, and then calling the client's telephone number from the notes given by WishWash.

VOX POP
Two-shot of couple sitting on sofa

VOX POP
Sitting at dining table with business papers on it

Back to cleaner calling new client

Client answers phone and looks pleased that the cleaner has called them so promptly

Cut between cleaner and client – who look like they are getting on well.

Cleaner makes notes about appointment time

Close-up of note of interview time

VOX POP
Sitting at dining table with business papers on it

VOX POP
Mother in kitchen – kids now gone

Client opens front door to cleaner and welcomes her.

Cleaner and client sit at table with WishWash paperwork between them

Shots of client showing cleaner around house

Cleaner asking questions

Cleaner and client back at table completing paperwork

Client seeing cleaner to the front door and handing over house keys

When the WishWash office describes the job to you, if you are in anyway unsure if it is right for you, do not be afraid to say 'no'. It could be that the client lives too far away, or they have pets that you are allergic to, or perhaps the times clash with your other commitments. We would much prefer you to turn away the job at this stage – rather than making appointments with clients who you are unable to provide a reliable service. There will be plenty of other opportunities, so it is important that you do not accept a job that is not suitable for you.

Ambient

Client A – Married Couple

"(WIFE) Before we found WishWash we spent a lot of time interviewing cleaners that really weren't interested - and some who couldn't give us the commitment we were looking for."

Client B– Successful Business

"My time is very precious. If I make time to interview a cleaner I at least expect them to want the job."

Narration – ambient in background

If the job fits in with you, your next move is to contact the client promptly for an interview – usually on the same day that WishWash have offered the job. This gives you the opportunity to set a good first impression by showing the client that you are keen. If you change your mind after speaking to the client, you must let the WishWash office know so that we can arrange for another cleaner. Once the appointment is made you must turn up at the arranged time.

Ambient

Client B– Successful Business Woman

"In my time I've probably had about twenty no-shows for interviews. I couldn't run my business like that and I don't expect anyone else to either."

Client C – Mother of Two Office Worker

"It is so annoying when you make time to interview cleaners and they either don't show up - or turn up late. It wouldn't be so bad if they rang to say they would be late or couldn't attend."

Narration – ambient in background

The interview will give you the opportunity to ask the client questions, as well as giving them the opportunity of asking questions about you. Find out exactly what cleaning services they require, and if you feel that they cannot be completed properly in the time allowed let them know. Likewise, if you feel that there is not enough work for the allowed time, suggest additional cleaning services that you can offer. If you have been successful at the interview you will complete a Time Sheet (Task Sheet) with your client which clearly lists your duties.

Being reliable does not end once you have got a job - your client will expect you to maintain these standards all the time.

VOX POP
Sitting at dining table with business papers on it

Cleaner ringing client and leaving answer machine message

Cleaner on phone calling office

Shot in WishWash office of staff entering data on computers

Close up of computer record showing note that cleaner tried to contact client and left an answer machine message

Cut between cleaner and WishWash staff

VOX POP
Two-shot of couple sitting on sofa

VOX POP
Sitting at dining table with business papers on it

Back to cleaner in house cleaning

Taking care over dusting valuable item

Dusting

Cleaning Floor

Cleaning kitchen surface

Adjusting flowers

VOX POP
Mother in kitchen – kids now gone

VOX POP
Sitting at dining table with business papers on it

Ambient

Client B – Successful Business Woman

“If my cleaner can’t make it I want to know beforehand. It is no use to me if I come home and nothing has been done.”

Narration – ambient in background

If you get a situation where you are unable to get to a job you must let your client know – and also let your WishWash office know. Your WishWash office will use a comprehensive (and/or computer) record system, which monitors every WishWash contract. It includes details on the clients, cleaners and the cleaning services being performed, and helps us to ensure a constantly high level of service. Each time you take on a new client, increase your cleaning hours or book a holiday, accurate records are kept at the office. The rule is, if you can foresee a problem of any kind you must let us know, and make every attempt to let the client know.

Ambient

Client A – Married Couple

“(HUSBAND) I really liked the way that WishWash monitors everything. I know that if our cleaner is away, we do not have to look for a short-term replacement. (WIFE) Yes, that means a lot to me too. (Looks at Hubby)”

Client B – Successful Business Woman

“Having a reliable cleaner is so important to me – I would say as important as having an honest cleaner.”

Narration – ambient in background

Honesty means different things to different people. It goes without saying that a client must be able to trust their cleaner when they are not there - not only to look after their possessions, but also to provide an honest service. Quite often you will be cleaning whilst your client is at work, so the only impression that your client will get of you is the quality of the service you are providing. If you are charging for three hours work your client will trust you to provide it.

Ambient

Client C – Mother of Two Office Worker

“The worst experience I’ve ever had with a cleaner was a couple of years ago. My next door neighbour was asking how I found her and how much she charged. A couple of weeks later my neighbour told me that she had kept an eye on her and even though I was paying for three hours work, on most days, the cleaner was only here for a couple of hours. I felt really cheated, and couldn’t trust her again.”

Client B – Successful Business Woman

“I got rid of my last cleaner when I came home early one day and found that she had left early – but had the cheek to complete full hours on her worksheet. I simply can’t trust anyone like that!”

<p>Cleaner putting away cleaning equipment</p> <p>Cleaner taking off WishWash apron</p> <p>Cleaner filling in Task Sheet</p>	<p>Narration – ambient in background</p> <p>Short-changing on time is the same as taking your client’s money without permission. If you find yourself finishing your work in less than the time your client is paying for you must let them know. It could mean that you are not taking enough care over your work.</p>
<p>Scene 3 – Wrapping Up</p> <p>Cleaner filling puts on coat</p> <p>Walks to door</p> <p>Pauses at door and turns to give hallway one more look.</p> <p>VOX POP Mother in kitchen – kids now gone</p> <p>VOX POP Sitting at dining table with business papers on it</p> <p>VOX POP Two-shot of couple sitting on sofa</p> <p>Cleaner opens door, goes out side</p> <p>Cleaner turns and locks door</p> <p>Close up of key turning</p> <p>Closing Caption 'WishWash - The Key to professional cleaning'</p> <p>Credits</p>	<p>Music to build underneath</p> <p>Narration – ambient in background</p> <p>Make no mistake, your relationships with your clients will be on professional basis. Your clients will appreciate a prompt, courteous and reliable service, which you can offer with the back up of your WishWash office. Adopting a professional approach to cleaning is the key to keeping your clients happy – and happy clients mean success for both you and the WishWash network.</p> <p>Ambient</p> <p>Client C – Mother of Two Office Worker “(ALL SMILES) It really feels great to have a cleaner that I can trust. WishWash deliver that, and it just wouldn’t work any other way.”</p> <p>Client B– Successful Business Woman “My cleaner is so valuable to me. I really appreciate the importance that WishWash place on customer care.”</p> <p>Client A – Married Couple “(WIFE – looking at Hubby smiling) I think WishWash’s standards of reliability and honesty are the most important things to us. (HUSBAND – looking back at WIFE) I couldn’t agree with you more darling.”</p> <p>Music builds on top</p> <p>Music Fades</p>