

News

## SATMETRIX - New Customer Satisfaction System Goes Live

On September 9, the Vanguard Cleaning Systems franchise organization launched a Net Promoter Score (NPS) system, which is sending customer satisfaction surveys to the accounts in participating Master Franchise regions. The system will enable regions to get a solid gauge on account satisfaction. The program works on a simple premise – asking the account “how likely are you to recommend Vanguard Cleaning Systems to a friend or colleague” on a scale of 0 to 10.

Program Highlights so far:

19.6% Response Rate. More than 1,300 accounts have completed the survey.

60.9% of accounts rated their service an 8 or better.

40 Master Franchise markets are participating in the program.

Outside Sales

## Individual – Sales Rep – Period

Name	Region	August
Pat Fahey	Atlanta	\$10,825
Kellie Moore	Hampton Roads	\$9,279
Michelle McKee	Alberta – Edmonton	\$8,936
Craig Ward	North Bay	\$8,125

## Individual – Sales Rep – YTD

Name	Region	YTD
David Moruzzi	Inland Northwest	\$85,506
Michelle McKee	Alberta – Edmonton	\$65,132
Sean Iverson	San Antonio	\$51,048
Michael Hamerlind	Minnesota	\$48,213
Michael Varga	Delaware/Maryland	\$44,694
Pat Fahey	Atlanta	\$39,185
Jim Winkel	Greater Detroit	\$39,182
Craig Ward	North Bay	\$38,605
Joseph Rice	Philadelphia	\$38,569
Joel Lehman	Central Pennsylvania	\$38,310
Bill Gromann	Northern New Jersey	\$37,597
Mike Chartrand	Tampa Bay	\$36,582
Kellie Moore	Hampton Roads	\$35,039

## Individual – Master Franchisee/Regional Director - Period

Name	Region	August
Adam Goldman	Greater Houston	\$13,157
Chris Gilliam	DFW	\$10,590
Steven Bush	Northeast Pennsylvania	\$7,178

## Individual – Master Franchisee/Regional Director – YTD

Name	Region	YTD
Steven Bush	Northeast Pennsylvania	\$45,298
Jeff Sorrell	Southern Valley	\$44,934
Adam Goldman	Greater Houston	\$41,427
Chris Gilliam	DFW	\$40,763
Rob Dusthimer	Southern California	\$34,529
Jose Arriaga	South Florida	\$32,145

## Regional – Period

## Regional – YTD

Region	August	Region	YTD
Greater Houston	\$13,858	Inland Northwest	\$127,210
Northern New Jersey	\$11,119	San Antonio	\$89,294
Atlanta	\$10,980	Northern New Jersey	\$74,409
Central & Southern New Jersey	\$10,900	Alabama	\$69,484

## Individual – Total Proposals over \$500 Generated – Period

Name	Region	August
Donna Sealy	Alberta – Calgary	20
Keri Paul	Inland Northwest	18
Harley Dicken	Central Pennsylvania	15

## Individual – Total Proposals over \$500 Generated – YTD

Name	Region	YTD
Donna Sealy	Alberta – Calgary	136
Keri Paul	Inland Northwest	129
Greg Mabry	Austin	108

## Proposals \$295+ Generated Through In-House Telemarketing

Region	August	Region	YTD
Inland Northwest	37	Austin	253
Greater Houston	35	Northern New Jersey	249
Boston	33	Alberta – Edmonton	212
Alberta – Edmonton	28	Inland Northwest	208
Alberta – Calgary	27	Vancouver	202
Northern New Jersey	26	Alberta – Calgary	199
Central & Southern New Jersey	26	Central & Southern New Jersey	189

**Attrition – Regions over \$300k Gross Monthly Billings**

Region	August	Region	YTD
Alberta – Calgary	0.4%	Northern California	1.0%
Northern California	0.9%	Southern California	1.4%
Utah	1.0%	Alberta – Calgary	1.4%

**Attrition - Regions 150,000 - \$299,999 Gross Monthly Billings**

Region	August	Region	YTD
Delaware/Maryland	0.3%	Northeast Pennsylvania	0.9%
Alberta – Edmonton	0.7%	Philadelphia	0.9%
Southwest Florida	0.7%	Minnesota	1.2%

**Billing Growth – Period**

**Billing Growth - YTD**

Region	August	Region	YTD
Minnesota	\$20,019	Inland Northwest	\$39,889
Greater Houston	\$17,663	Alberta – Edmonton	\$39,177
Atlanta	\$11,961	Atlanta	\$37,575
Southwest Florida	\$11,081	Greater Houston	\$37,573
Sacramento	\$11,057	Vancouver	\$35,857
Alberta – Calgary	\$9,872	Greater Detroit	\$32,592