

## KB Building Services Strengthens Customer Relationships and Corporate Culture with CIMS-GB Certification

### Opportunity

Founded in 1984, KB Building Services is a commercial janitorial services provider serving customers in Nebraska, Iowa, and Missouri. Its strong commitment to internal culture, training, and leadership helps create lasting customer relationships, with some dating back to 1990.

In 2013, one of the company's largest accounts was in the process of constructing a LEED Platinum facility. KB Building Services sought a way to make itself more desirable to this customer and others by aligning with their sustainability goals. Channing Johnson, president of KB Building Services, earned the LEED Green Associate credential to affirm her understanding of green building principles. She then looked for a company-wide certification that would further elevate and differentiate KB Building Services.

"We go up against numerous companies in the bidding process and it can be difficult for facility and property managers to determine which service provider is the right fit and will actually deliver on their proposal," said Johnson. "A reputable certification would help us differentiate ourselves from competitors by enhancing credibility and trust in our processes and follow-through."

### Solution



Johnson had previously attended ISSA Show North America, the annual networking and educational event for cleaning industry professionals. While at the trade show, she was able to learn more about ISSA and Cleaning Industry Management Standard (CIMS) certification.

"It quickly became apparent that CIMS is a standout certification program," said Johnson. "It was a great fit because we're in the janitorial industry and this certification is industry-specific and built by professionals who have extensive cleaning experience and knowledge."



KB Building Services



KB Building Services earned CIMS-Green Building (CIMS-GB) with honors in 2014 and has successfully completed renewal every two years since then. CIMS is instrumental for its more than 300 field employees, including team members, next level leaders and some who are referred to as "day makers" rather than day porters for their ability to make a customer's day. These employees are responsible for maintaining healthcare facilities, commercial offices, and other environments where cleanliness is paramount.

"Much of our success can be attributed to the fact that we are a process-driven organization," added Johnson. "We live by the CIMS process and are constantly leaning on it. We have seen how it positively impacts our internal operations and the way customers perceive our business."

### Results



Since becoming CIMS-GB certified, KB Building Services has witnessed both internal and external benefits. These include:

**Internal alignment on mission, vision, and values.** KB Building Services is dedicated to upholding a culture that its employees can thrive in. To accomplish this, it focuses on working toward the common goal of "serving others exceptionally well." The company use CIMS certification as its baseline and a framework for accountability. All employees know what CIMS is, why it is essential, and how they are involved in helping the organization carry out CIMS processes at customer sites.



# CIMS SUCCESS STORY

**Stronger customer relationships.** With all KB Building Services employees on board with CIMS, this helps to drive consistent cleanliness at every customer location. CIMS also ensures that frontline cleaners and company leaders can successfully communicate about the processes in place. As a service provider, it is focused on building long-term partnerships with customers, and this requires high-quality results and effective communication.

The certification also gives customers greater peace of mind. Says Johnson, “You can’t easily tell that a surface has been disinfected. CIMS gives customers trust that we are following the right processes and are going to deliver on what we’ve promised.”

By educating property and facility managers about CIMS certification, KB Building Services has also been able to further solidify its long-term success. In some cases, customers have added requirements to their RFPs about CIMS-certified service providers. This gives KB Building Services a unique advantage when contracts are up for renewal.

**Opportunities with sustainable organizations.** Sustainability is increasingly on executive leadership’s radar and an integral part of organizations’ core values. KB Building Services believes in the benefits that green cleaning delivers and uses Green Seal certified cleaning products and tools. Many of its customers have green cleaning programs in place. CIMS-GB certification showcases that the service provider aligns with their customers’ standards and offers added credibility when trying to secure new business with sustainability-minded organizations.

**Enhanced preparedness during the COVID-19 pandemic.** Like many other service providers, KB Building Services has been extremely busy during the pandemic and was fortunate to already have processes in place that it could rely on to address a new virus. Added Johnson, “We always felt sure in our approach because we are process-driven and have commitment from management and frontline employees.” Time is of the essence during a pandemic, and this level of preparedness helped the company quickly and strategically pivot and respond to customer requests for disinfection.

**Knowledge sharing and continuous improvement.** Every two years, a CIMS assessor visits various KB Building Services’ customer sites and meets with team members to complete the renewal process. Johnson notes that they have continually learned useful information from their assessor Bruce Stark, who has decades of industry experience. “He is always giving advice on changes we can make that will positively impact our business. It’s invaluable knowledge and that alone was worth us completing and upholding CIMS.”

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“CIMS certification is being pursued by the greatest janitorial companies in the world,” added Johnson. “If you run a culture-centric and process-based operation, the benefits you experience will far exceed the investment.”

—Channing Johnson  
KB Building Services  
President



## About CIMS

CIMS sets forth a management framework designed to assist building service contractors and in-house cleaning departments to develop and maintain quality, customer-focused organizations. The standard is nonprescriptive, meaning that each organization has the flexibility to choose the most effective ways in which to meet its requirements. CIMS was created through a true consensus-based process that brought together representatives of the cleaning, facilities management, and purchasing communities. ISSA speaks at numerous facility management and purchasing industry events throughout the year to outline the value of working with CIMS certified cleaning companies as well as certifying in-house operations.