**SmartClean® Solidifies Commitment to Sustainable Cleaning with ISSA CIMS-GB Certification**

**Opportunity**

Since 2007, SmartClean® has provided customized office cleaning, commercial cleaning, and janitorial services to facilities throughout the central Iowa metro area. The service provider prides itself on superior customer service and a commitment to environmental sustainability.

SmartClean recently sought to restructure its training program to expand its green initiatives and adopt more effective cleaning practices. The organization opted to pursue formal certification because it wanted to reevaluate its cleaning and sustainability practices in a way that customers could recognize.

**Solution**

ISSA’s [Cleaning Industry Management Standard](https://www.issa.com/certification-standards/cleaning-industry-management-standard-cims) (CIMS) certification and CIMS [Green Building](https://www.issa.com/certification-standards/cleaning-industry-management-standard-cims/cims-green-building) (CIMS-GB) certification train cleaning professionals to provide customers with more effective and sustainable cleaning practices and procedures. Certified programs allow customers to verify the quality of a service provider’s training, equipment, chemicals, and practices and the validity of its sustainability claims. More importantly, CIMS and CIMS-GB help to further distinguish service providers in an increasingly crowded and competitive market.

Impressed by ISSA’s thorough, innovative training procedures and sustainability policies, SmartClean saw CIMS and CIMS-GB as a way to enhance its cleaning services. More specifically, SmartClean recognized that these certification programs would validate and improve upon its commitment to green cleaning, both internally and in the eyes of customers.

“We wanted to take our organization to the next level and better showcase our passion for green cleaning,” said SmartClean Director of Client Services Melanie Suljic. “We believed that formal certification by a recognized leader like ISSA would help us grow as well as show our customers that we’re invested in their well-being.”

**Results**

Since completing ISSA’s certification programs, SmartClean has witnessed the following benefits:

* **Increased cleaning efficiency and sustainability.** CIMS and CIMS-GB provide guidelines that enable SmartClean’s employees to clean more thoroughly, effectively, and sustainably every day. Consequently, staff now have a much easier time adapting to the demands and challenges associated with maintaining buildings that are new to them as well as cleaning during a pandemic. Additionally, employees now check equipment more frequently to ensure machines are always operating at peak performance, thereby reducing downtime or subpar cleaning results.
* **Lower employee turnover rates.** High turnover among custodial workers is an industry-wide problem that presents many challenges to service providers, including extra training costs. However, Suljic reports that completion of CIMS and CIMS-GB has reduced employee turnover rates by improving SmartClean’s training program and incorporating more sustainable equipment and practices. For instance, by using equipment that doesn’t produce sound levels above 70 decibels, the company provides employees with a better work environment. Changes like these also enhance the experience for building occupants, thus making it easier to conduct daytime cleaning.
* **New business opportunities and stronger customer relationships.** SmartClean is currently the only CIMS-GB certified cleaning service provider in Iowa, which differentiates the company greatly. “When potential clients vet our offerings and qualifications, their eyes always light up when they hear about our CIMS and CIMS-GB. These certifications instill an added level of trust,” noted Suljic. Additionally, these programs have helped SmartClean retain current customers by demonstrating a commitment to sustainability and continuous improvement.

Suljic is happy to recommend ISSA’s certification programs to other cleaning providers. “We knew investing in CIMS and CIMS-GB would effect positive change in our cleaning procedures and our customers’ daily lives,” she added. “If your organization is striving to overhaul and improve its policies and procedures, these programs can help create a more sustainable and effective cleaning program that benefits employees, clients, and building occupants and visitors.”