The Wheel Keeps Turning...and it Scares the Dickens out of Most!
Dermot Pelletier, GM Manchester

“It was the best of times, it was the worst of times...” So it was in Charles’ Dickens’ A Tale of Two Cities, and so it is now with our industry. New technologies, chemical engineering advances, innovation in logistics and business practices all showcase the best. Outsourcing, commoditization, new and radically different competition, and increased customer sophistication expose the worst.

Yet the best and the worst can work together. How? Just ask Rich Healy, sales rep, who successfully juggles the New Haven Public School. This is a relationship comprised of the City, the outsourced facilities management team, the building service contractor that does the daily/nightly cleaning, and the 287 union workers employed by the City of New Haven. Rich goes beyond products and into the business of managing relationships. He also uses all the Hillyard tools available to him, such as CCAP, to keep each of the different entities seeing him and our team as being critical to their operation. From work loading and training support to ROI, Rich has taken the challenges and created opportunities to separate himself from the competition by helping each stakeholder get or do what they need to be successful.

Before today, our flagship CCAP was limited to a small percentage of our customer base and viewed by most of our competitors as a “gimmick.” The economy, changing customer demographics, and a new industry standard Cleaning Industry Management Standard (CIMS) has made work loading a required process and is the strongest support mechanism for our CCAP culture in the market today. Even in the BSC market segment where CCAP fights for acceptance, it is required that all BSC’s have work-loading software that is utilized in measuring and quantifying the service that is provided.

One could argue that Hillyard has been waiting for this exact moment in time for our value proposition to be made clear to the end user.

All the best of times to each of you!