

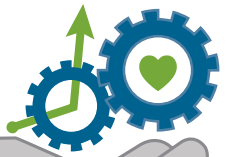
THE VALUE OF CLEAN®

Enhance brand reputation, customer satisfaction, and employee wellbeing through cleanliness

PRESENTED BY:



Investing in a high-quality cleaning programme offers numerous benefits:



Improved occupant performance, comfort, and wellness

► Satisfaction with workplace cleanliness enhances employee productivity and the quality of work.¹

About **40%** of employees globally often worry about becoming ill due to poor hygiene.²



About **92%** of industrial operators say a hygienic workplace provides peace of mind.³



Cleaning removes or reduces pathogens on surfaces and is an essential first step in any disinfection process.⁴

► Cleanliness reduces instances of absenteeism and presenteeism that negatively impact productivity and profitability.



ABSENTEEISM COSTS

Absenteeism is a global issue that costs businesses billions each year.

Absenteeism
Absenteeism refers to the habitual non-presence of an employee at his or her job.

Presenteeism
The practice of coming to work despite illness, injury, anxiety, etc., often resulting in reduced productivity.



Canada
15%-20%
Absenteeism represents 15%-20% of all direct and indirect payroll expenses.⁶

United States
\$5.8 Billion
The 2016 flu season cost businesses an estimated USD \$5.8 billion in health care and lost productivity expenses.⁷

Chile
\$16 Million
The 2009 H1N1 pandemic resulted in a labor productivity impact of USD \$16 million.⁹

Belgium
1%↑ ↓.66%
Every 1% increase in absenteeism tied to sickness leads to a .66% decrease in productivity.⁹

Australia
\$44 Billion
Absenteeism directly costs organizations AUD \$578 per employee per day of absence and the economic impact is AUD \$44 billion per year.⁵

PRESENTEEISM



Nearly 90%
United Kingdom
Nearly 90% of professionals in the UK have observed or experienced presenteeism in the last year.¹⁰



10%
U.S., Australia, and UK
The total cost of absenteeism in the U.S., Australia, and UK combined is just 10% of the costs associated with employees coming to work while sick.¹¹



Reduced risk of virus transmission¹²

Cleaned and disinfected surfaces reduce virus concentration by **41.7%**. When combined with hand hygiene, this increases to **85.4%**.

Enhanced customer satisfaction

Cleanliness influences customer perceptions and actions.

65%



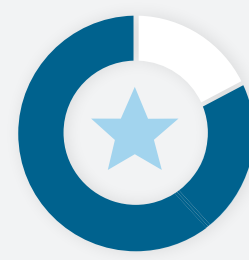
of **consumers** in China expect policies and processes for safe distances, sanitised surfaces, and products following COVID-19.¹³

66%



of **shoppers** would reduce their shopping time to avoid unacceptable hygiene.¹⁴

79%



of **EU citizens** feel less inclined to shop when the store's environment is dirty.¹⁵



Financial returns



Regular cleaning and maintenance increases a building's lifetime value and preserves assets.



3x

Properly cared-for carpet can last up to **3x** longer than poorly maintained carpet.¹⁶

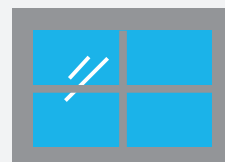


With a maintenance plan in place, a large facility could save over **\$40,000** on annual floor life-cycle costs.

Cleaning yields greater energy efficiency in buildings.

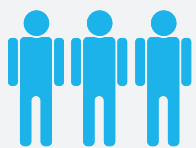


Cleaning removes dust and increases illuminance by **10% to 15%** annually.¹⁷



Regular window cleaning also has a positive influence on **energy performance**.¹⁸

Cleanliness drives greater customer loyalty, which supports the bottom line.



92%

of customers consider cleanliness an important factor when deciding whether to be a repeat customer.¹⁹



98%

of restaurant customers perceive cleanliness as an essential factor in influencing retention.²⁰

Ongoing cleaning, disinfecting, and infection prevention best practices is a must in the age of COVID-19.

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9 Industrial Relations DCI, Vol 59, No. 1, January 2020
10 CIPD Chartered Institute of Personnel and Development (2020)
11 Global Challenge Virgin Pulse

12 International Journal of Hygiene and Environmental Health (2019)
13 McKinsey & Company
14 Initial
15 A.I.S.E.
16 The Carpet and Rug Institute (2020)
17 IEA-SHC
18 Eskom Integrated Demand Management (2015), Selecting Best Value Guide (2016), Building Owners and Managers Association's Building Energy Efficiency Program (2019), IEA-SHC (2015), Divpsos Public Affairs (2017)
19 Assessing the Impact of Sanitation on Customer Retention: A Survey of Restaurants in the Tamahe Metropolis (2019)

Learn how you can invest in cleaning to protect your key stakeholders and best meet their expectations.
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