



Contract Services Group provides contracted labor for janitorial and window cleaning services for commercial facilities and window washing systems installation throughout California, Nevada and Arizona.
John Pearce - Director & Owner, Casey Pearce - President

CONCERNS:

Marketing components need to reinforce a clear message.

KEY STRATEGIES IMPLEMENTED:

- > marketing communication initiatives to amplify specific industry best practices
- > unique segmentation across content development and channel placement per campaign goals
- > campaign routines for keyword promotion, search optimization and landing page testing



PROMOTING SERVICE EXPERIENCE: CUSTOMER-FOCUSED CONTENT & ENGAGEMENT CHANNELS

KEY STRATEGY

Targeted customer experience per service market segment for content development and channel placement. Mission-focused campaign routines for press releases, social posts, articles, blog content and email marketing resulted in 30% more customer engagement clicks across all channels.

What is CIMS?
Cleaning Industry Management Standard

CIMS is the first standard certification that tells you that you have a quality, successful cleaning organization.

How is CIMS different?
CIMS applies to the ENTIRE cleaning organization on the organization's management system used to deliver service.

CIMS delivers management, operational performance system, process and performance measure requirements for both building service contractors and organizations that self-perform cleaning.

Products
CIMS and CIMS-IB ensures that a facility achieves maximum cleaning product.

Cleaning
Compliance with CIMS and CIMS-IB is dependent on dedication to quality and meeting customer requirements in six management principles: quality systems, service delivery, human resources, health, safety and environmental stewardship, management commitment and green building.

Why is CIMS Valuable?

Fort Rucker Case Study
Learn how CIMS and CIMS-IB certification process improves facility operations. [Read More](#)

CSG Releases CIMS Cleaning Industry Infographic
CIMS Cleaning Industry Infographic to Promote Green Building Education
Anna, CO - Contract Services Group, Inc. (CSG) created the CIMS Cleaning Industry Infographic to provide consumer education about the Cleaning Industry Management Standard (CIMS) Green Building (GB) prestigious certification process.
The CIMS Cleaning Industry assessment reviews six areas of operation: Quality Systems, Service Delivery, Human Resources, Health & Safety, Environmental Stewardship, Management Commitment, and Green Building Cleaning Processes.
CIMS Affirms quality cleaning practices and programs including Green Building processes. The certification provides consumer confidence of certified cleaning organizations.
To view Contract Services Group, Inc.'s "What is CIMS?" Infographic: [csg.net](#)

Meet the Expert: ISSA's Dan Wagner | CSGCARES
BLOG ow.ly/zd5HS csgcares.com
10:05 PM · Jul 15, 2014 · Hootsuite

<p>CSG Publishes Workplace Health & Safety Training</p> <p>SEPTEMBER 29, 2014</p> <p>CSG publishes Workplace Health and Safety Training article to promote consumer education.</p>	<p>CSG Publishes Sustainable Cleaning Programs</p> <p>AUGUST 29, 2014</p> <p>CSG publishes Sustainable Cleaning Programs article to promote consumer education.</p>	<p>CSG Announces OSHA Letter Review Services</p> <p>AUGUST 15, 2014</p> <p>CSG offers OSHA Letter Review Services for custom solutions to help companies comply with OSHA regulations.</p>
<p>CSG Proudly Participates in OSHA National Safety Stand-Down</p> <p>JUNE 20, 2014</p> <p>CSG participated in OSHA's National Fall Prevention Safety Stand-Down event this June to raise fall hazard awareness.</p>	<p>CSG Launches Ethics & Fraud Reporting Hotline</p> <p>MAY 12, 2014</p> <p>Ethics & Fraud Hotline supports ethics initiatives at Contract Services Group, Inc.</p>	

RESULTS

Focused engagement initiatives per Service Experience supported customer satisfaction surveys and positive response.

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PROMOTING INDUSTRY BEST PRACTICES: MARKETING COMMUNICATION PLANNING

KEY STRATEGY

Formalized CSG ad hoc components into a full B2B marketing plan. Identified customer relationship service routines and built multi-phase sales and marketing content.

The collage displays three key pieces of marketing communication content:

- Left Screenshot:** Shows the CSG logo and a document titled "CSGCARES Marketing Plan Outline 2014". It includes sections for "Mission Statement", "Core Values", and "The Purpose Statement".
- Middle Screenshot:** Shows a news article on CleanLink titled "Contract Services Group Releases Annual Summary, Customer Service Achievements" dated 2/8/2014. The article highlights that CSG's customer retention has remained steady at 97 percent and that the company reached its goal for surveying customer satisfaction at 94 percent or better on average.
- Right Screenshot:** Shows a news article on CleanLink titled "Contract Services Group Recertifies to CIMS-GB" dated 11/2/2013. It reports that CSG achieved recertification with honors from the ISSA CIMS-GB assessment program.

RESULTS

Health & safety communications and press engagement strategy secured industry certification, earned press media and contributed to new business accounts.

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