Janitorial Manager Looks Back at ISSA 2021 with Archie Heinl...

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SPEAKERS

Archie Heinl, Halie Morris

H **Halie Morris** 00:10

Hello everyone, and welcome to the Business of Cleaning. My name is Halie Morris. I'm your podcast coordinator and host. Today I have with me Archie Heinl. He is the CEO of Janitorial Manager and my boss, so I'm gonna let Archie introduce himself and tell us more about what he does.

A **Archie Heinl** 00:27

Absolutely, it's great to be on the show here. Yeah, we hear a Janitorial Manager have a lot going on. It's very, very exciting. Opportunities, you know, within the industry, this industry continues to grow. And we're able to bring software and technology to it. So it's a it's very much needed, I'd say in this industry. And it's been an exciting ride, you know, to learn more about the industry and solve problems within the industry with software.

H **Halie Morris** 00:58

Well, thank you for joining us. I'm excited because as many of our listeners will probably know, ISSA was just like a couple weeks ago, and it was my first time attending and we got to attend as JM with a brand new booth that had a larger footprint, and coming off of an extended break in in person events. So I want to dive in and really talk about how that show went our experience there as a vendor, but just also the cool things that go on because of shows like ISSA, and because of that event in particular. So tell me a little bit about what it's like attending is to say, from your point of view, since you've gone several years in a row.

A **Archie Heinl** 01:41

Yes, the I say show, you know, really didn't know what to expect this year. But I was pleasantly

pleasantly surprised, you know, certainly with the pandemic and everything else who was kind of, you know, what is it going to be like attendance wise, and how engaging is it going to be and while I was I was impressed with, you know, excuse me, how the, how the show played out, you know, compared to previous years, I'd say, you know, the amount of vendors was was down a bit, but the actual engagement and the attendance, and just the, the enthusiasm and everything else was was really there. And it was really engaging. And so, I mean, I was, like said pleasantly surprised. It was very, very, I would say well attended in a lot of good conversations, certainly and so with, with many different business owners, universities, and other vendors as well. So it was a it was a great event. And I say did it, you know, they did a great job putting it on. And you know, we've been there certainly last year, there wasn't a nice to say show, but the previous years, we've been there and I you know, it really just continued to get better. It's certainly from our perspective, you know, just the, the way they put on the show and the the you know, it's the right attendance and the right people are getting in the in the right spot to, to really grow together. So

H Halie Morris 03:13

I think I have to say, like I did hear like, oh, there's not as many vendors to see people said, they could walk the floor super quick, and then come back around and visit the people they wanted, which was really cool to see. But just from a perspective of somebody who visited the show, and the engagement wise, I thought was very interesting that people would come up to the booth. And they really wanted to know what you did, they wanted to see the product they wanted to understand they were really intrigued and engaged. And I've attended like HR related events and other events before where there are like vendor setup to the side. And they're like a side, a side thing going on to main speakers or other things like that, where everybody comes around just for the Grammys, they just want the little the little goods and they don't really want to hear about what's going on. So I thought that was very interesting that they came here to do business, they came here to learn about how they can get better. And so it made it a lot of fun from my perspective to actually get to step up and finally talk about the product and, you know, showcase what we do, versus just doing the podcast,

A Archie Heinl 04:24

right, I felt like, you know, the people that were there and asking these questions, they were looking to get better. And they you know, some may have been using some technology to a certain extent. And some were not, but they knew they had to get better and they know that you know, we're you know, a software system, we're something that can actually assist them that can actually streamline certain processes and things like that. And so that was really encouraging just to to have those conversations and like I said, even if they had even some software they're like, well how this doesn't make my life easier? How can I go to the next step of, you know, maybe looking at a particular, you know, process or function or situation or challenge that they have today? And how can they make that better with with technology. And so they, you know, it's been one in which it's really starting to grow each year, if I, if I do compare, again year to year, the questions are getting better, they're getting more comfortable with technology. And so that's, that's exciting, you know, hey, and

H Halie Morris 05:32

that was my next thought is, you know, when I first came in, it was a couple years ago that I joined the company as a whole. And with this industry, there was toxic, people just didn't understand what they could be doing with software. And it was really hard to open up those conversations, because they were the first time many of them were having on. And it didn't feel like that at all, when I was seeing these conversations, even someone who looking to adapt software for a newer company had questions coming in that were very educated and informed so that they could get straight down to understanding where our system fit into that versus having to have the initial talk, well, software can do this. And you could be doing this, we can talk about how JM is different, or how we refine these processes over the last couple years.

A Archie Heinl 06:21

Yeah, I just think, you know, with the conversations that we did have, and there are many of them. With those, you know, we it just seemed as if they were not only getting more comfortable, but they're less less intimidated with learning about technology and lert. Looking at it from the perspective of we're doing these things manually today, there's got to be a better way to do it. Okay, maybe I'm using computer maybe I'm using email. Okay, you've taken one step. But now you got to take the next steps of really being able to, to run a business and to be able to scale a business and look at how am I spending my time, you know, a lot of these people in the janitorial space, or they got a lot going on, they work their their tails off. And they're they're doing it all day long. Well, how can you eliminate some of those manual things that you're doing today? Our technology is a solution to help do that to have visibility that they don't have currently. And it's to solve certain issues, it solves certain challenges, it's around being able to better, you know, track employees in control labor costs, and being able to have those client communications components that you weren't having today, instead of just sending an email to an email box, what about some real time interaction with your clients? What about some real time notifications to the right people at the right time, so that they can solve these problems and be able to keep the business that they currently have? You know, some of the things even with from a university perspective, it's how do you how with, with the dynamic of, you know, losing maybe some staff and things, how are you able to still reach that level of client cleanliness, they need, and will be able to produce something that tells them that kind of this is where they're at in terms of how many people they need in order to accomplish these goals. And so with our work loading with these other tools within the system, we can really help give that visibility and allow them to streamline a lot of the processes that are really time consuming and manual to.

H Halie Morris 08:37

And that was consistent with what I was seeing in my own interactions while I was there as people got super excited when they could see what we could do with some of the things like the client portal, the QR codes, like you said, opening up real time communication without having to have a person at that moment in time on the phone instead of doing something else, because especially with the short staffs, that I think just about everybody's experiencing to some degree or another, you just don't have time to spare to be on the phone every single day handling everything. And sometimes it's literally just telling them, yeah, we did that. Well, now you can actually just provide that, you know, real time update of this get done today, which is great. And then the other thing is, like you said, some people have adopted technology. And they started to get their foot in the door. But it was kind of rare to see somebody who had

actually had a centralized system that controlled most, if not all, so people were super excited about the idea of being able to centralize and keep everything consistent, it's a lot easier to manage that way and just really see everything you need to see in one place versus having to log in six different times. So and then I say the last thing is the big thing between doing the podcast and talking different professionals being on the show floor Getting to talk to different professionals with short staff, or even just with you, what we've experienced in the past with staffing is being able to justify, when you need to cut certain things, or when you need to make changes, when now you can actually see how much time you're spending in different spaces, you can justify by what actually needs to be done three times a week, what can be done one time a week, that sort of thing. So the workload kicks in there, and it's that extra layer of validation and data that they need to make those decisions, right,

Archie Heinl 10:35

it's hard to see some of those things until it's until you actually put it all down or put into a system that can produce a report and give you that, that information at your fingertips there. So you can make those strategic type of decisions even. So it's Yeah, I mean, that's the what the tool is all about, and continues to evolve based on what we hear, and how you know, how we continue to, you know, grow with our partners, our, you know, our customers and everybody else. And so it's, it's an exciting space, I really, like, you know, learning from the different challenges and how we can help solve them, you know, through technology and making things, you know, continuously better.

Halie Morris 11:22

No, I agree, I think it's cool to from our side, we get to interact with so many different branches and arms of the cleaning industry, we get to interact with the distributors, and the businesses in the colleges and universities that have their own operations, we get to see so many sides of it, and what's going on all at once, versus being siloed. In so it gives us that unique perspective of kind of an aerial view, see what all the all the pieces that are shifting over time.

Archie Heinl 11:54

Yeah, and we know that not all businesses run the same, not all universities are announced providers work the same. And so what we've tried to do also do with our, with our technology with our software is make it configurable have different options, you know, if it's, for example, if it was timekeeping, maybe, maybe people, not all your team has a phone, or maybe you have to all clock in at once or all those types of things, we have different options for to be able to help solve those, maybe their their timing issues, maybe their tech, you know, technology issues, maybe, you know, whatever the case, we have different options, that so because it's not a one size fits all. So we have ways in which we can, you know, plug and play turn on different switches for different employees, for different companies, etc. To allow for them to be able to, you know, run the business the way they need to at the same time. You know, talking with different business owners as well as look at it from a we try to set you up as a almost an air traffic control. Man, I like to use that example to where you can oversee and do things with the software to be able to oversee everything that's going on and not necessarily have to, you know, be manually doing types of things, you're going to be be able to get some answers

automatically, and be able to just make decisions based on the information that you're getting off of time off of inspections off of inventory, all of those types of things are happening automatically, and you're just advising in reviewing what is actually going on or not going on. And you can solve those problems. So you're actually working more on the business than in the business. And that's this tool can allow you to do that. And that's where you can see your business scale, it can allow you to also control labor costs, whatever the case may be, we have a lot of different tools within the system. And so, you know, we're looking to continue to help clients any way we can.

H **Halie Morris** 13:58

It's great to see and I mean, I get to see those conversations and learn a lot of things hands on being at the show, which was exciting. I would have to say too, I guess coming back around with the show in particular. What is it besides getting in person in front of different people who have either already worked with JM and our current customers, or people who haven't even been introduced yet? What are some benefits of going to a show like this? It's so big in comparison sometimes to everyday conversations or some of the smaller events throughout the year?

A **Archie Heinl** 14:38

Well, I think it's important to be exposed to all the different things that are that are going on within the industry. There's you know, it's a tremendous show. There's a number of vendors there. There's always new different types of technology that's that's popping up or not just technology but you know, there's it's across the board in terms of different You know, supply related items and you know, other equipment and so forth to, again, make your job easier or better. And these are things that you need to consider and evaluate, and see if it makes sense for your business. Maybe in some cases it does, maybe sometimes it doesn't. But it's it was an eye opening experience for a number of people coming up to the booth that Oh, wow, you can do that? Well, I'm only this big, right, maybe, you know, whether it's very big or very small, we had, you know, some massive size companies come up at the same time we have, you know, some smaller ones. And so, there's different things, you know, if you want to get, you know, what are your goals for your company? Is it to scale your business? Is it better? Is it to eliminate your time working in the business? Is it you know, where do you stand, and there's a number of different things that we can talk to you about, and how we can help you implement something or certain components to allow for that. So it's, we're, we understand the industry, we're working with you in terms of how you want your business to run or how it is running and where and or where you want to go, what are your goals, and we have a number of different ways in which we can help. So we'd love hearing, you know, what you got going on within your, your company. And we have a lot of best practices for which we can share.

H **Halie Morris** 16:27

I have to say, too, I don't know how many posts, they're actually brought their CEO, which is kind of cool, because they get to see kind of the guy in charge everything. And then we send Jayla all the time, but Jill's our VP of Business Development. So we had, you know, people on the ground floor, who work with the product every day, like Melissa, and my Kelly. And then we

had you guys who oversee everything, which was cool. And when people step up, they're getting these conversations, they're learning more about what we've been talking about so far that we can do. So I think that's awesome.

A Archie Heinl 17:05

It absolutely is. And I think that's one of the most important things out there. We want to have a pulse on what the what are the current challenges that are being faced with industry, we know that hiring is a lot of times a big challenge. And what how do you go about that? How do you handle your labor costs? How do you improve your your client retention? Or how do you be able to, you know, produce the validation on what it's going to take to clean a particular area? Or maybe it's an inventory situation that's going on? Well, you know, we want to dive deeper into that. And we've built a software system to address those types of things. And what we're always continuously learning what what can we do better? How can we, you know, we've set up things where a particular commercial cleaning company can get automatic, you know, notifications, I shouldn't say notifications, but reports back to their customer automatically, without them really doing anything based on what happened at their facility the day before. And so those types, automated things that maybe you're one doing manually today or two, you don't have time to do them or you use you do it every once in a while. But what about automating things? What about eliminating the manual things that you're doing or things that you forget about? And things like that, we have tools to help. So it's great to have those conversations to learn more, and we learned even more, you know, certainly in this particular event, and there's some other really neat things that are gonna come out of it based on what we have learned. So we'll be sharing those here in the future. But we've got a lot of good things coming as well.

H Halie Morris 18:48

I mean, I'm excited to see everything that we do. All right, so somebody has come through the show, they've stopped on our booth, they've had these great conversations. What are some other things for those who might be going next year or two smaller shows? What do you recommend for an attendee for one of these? Somebody who oversees their cleaning company or their cleaning operations? What do you recommend they do to get the most out of that experience?

A Archie Heinl 19:13

Yeah, really, I think part of it is, before you go the event, you know, take a look at the event. What is it about what are the different speaking engagements that are going on? Gil was there from RNG was speaking on some things. There's a number of different speakers out there. There's a number of different you know, vendors, certainly and so kind of reviewing what the show is all about. I think, you know, certainly I SSA has been doing this and doing it well for quite some time. People are very familiar with it. I would come a bit with an agenda though at the same time, especially a big event like that. What are you trying to accomplish if there's some different action items and then you can target perhaps those vendors or, or some of the educational types of things or Round what you're trying to solve, because we had, certainly customers coming up saying, Hey, we are clients prospects, etc, that are just trying to solve a

particular problem. Okay, maybe it's something related to inventory, or maybe it's not necessarily inventory specifically but or how they are, their processes are around in between things like that. So, but that software, you know, this, this event has a lot going on with it. And I think having a bit of a game plan going in, in terms of, again, knowing who the players are, that are there, and and what you're trying to get accomplished. Because it can be overwhelming, you know, a show like that can be overwhelming. There's there are a ton of vendors there. And so I would still obviously look for for new things that you maybe haven't been exposed to before, you know, are curious about. At the same time, think about what your what are some of the things that you're trying to get done, you know, what you'd like to get out of the show, too.

H Halie Morris 21:02

I would agree, I would say with it. And this isn't one of the bigger shows, like we said, the vendor, vendor list was smaller, at least for in person. But it's a lot like you're going to probably circle the floor, see who's all there, what's all going on. Maybe you stopped at the the one booth and got facial or whatever that was. But if you don't have those goals in mind, or the that checklist of things that you need to prioritize, you might get cited siloed in at one area that's very interesting. And missed the point of why you went so

A Archie Heinl 21:38

Right, yeah, it can be overwhelming, there's, there's a lot going on, it is nice that it is, again, it's a few days long. But but there's a lot of ground to cover. There was less, a little less vendors here this time, but the engagement was was tremendous. And I was very pleased with the show, we'll get a lot out of it, and are excited for the next one. So I say did a did a great job. And they're a great partner of ours. And you know, we said we're very excited for the next one.

H Halie Morris 22:11

Yeah, me too. Um, I would say just as a tip for is to say had the my show planner, that you can add in everything that you want to get done right in there, and then spend your free time however you wish. So from a vendor side, we didn't use that as much. But from an attendee side, I can imagine myself using that quite a bit to keep myself on track, at least. Yeah, sounds good. All right. Any other things that you would like to leave our listeners with, in regards to the show, or maybe an end of the year stuff that you would just any tips or advice

A Archie Heinl 22:47

I would say, you know, as you get towards the end of the year here, and you know, maybe you did go to the NSA show, or maybe you've gone to some other events, or maybe you've learned some different things online or, or from this podcast, you know, we've got a number of different you know, guests on here that are putting information out there that can certainly help many different businesses or, or in house providers and things like that. And so I think as you look into 2022, that this industry is getting more and more into the technology space, which is great. I think eyes are being opened. And, you know, I think there's many companies that can benefit out of it, that maybe don't think they you know, they've been doing things the same

way for a number of years and been successful. But what I'd say is, take a look, you know, look at potentially planning for an event like this, looking into a software system like ours in seeing what are the different things what are the different things that other companies are doing that maybe you could do it you know, a lot better, you know, I've heard you know, some different things that are, you know, very old school approached still, that can you can go to the next level, you can really make a difference for your company for your, for your university for for you personally, you know, there's a lot less Imagine getting a lot less maybe requests, maybe you're getting a you know, we know the, again, a lot of people in this industry their their phones are blowing up all the time, you know, so they're, they're always getting getting, you know, request from everywhere, in anywhere and everywhere. And so looking different solutions like this in that so that you can really take your company to the next level. Next level being you know, again, it could be better for you can be better for the company and you'd be able to hit those success levels that that you're looking for.

H Halie Morris 24:52

I think you're the one who said it once but for probably one of my college projects was if you're not Moving forward, you're moving backwards, there is no such thing as standing still anymore.

A Archie Heinl 25:04

Right? Yeah, you That's exactly one of the things I certainly go by, yeah, it's nothing stays the same, essentially, you're either getting better, you're getting worse. So, you know, if you're doing the same thing all the time, you're probably not getting better, you know, you got to look at that there's better ways, technology is evolving, you know, we're talking technology today. But keep an open eye, there's businesses out there that continue to, to, to look at different ways. And those are the ones that, you know, are growing or, you know, finding better ways to spend their time and everything. And so we're excited to bring more and more solutions. And again, that the show was fabulous, we've got a lot of things that are within our program. And that can can help a lot of a lot of different people and businesses out there. But in addition, it's technology, we're always growing, we're always putting different things into our program. It's not not static by any means. So continue to give us a look, we've got, like said a lot coming up, we do a release, even with our software probably once every 45 days, based on things that we learn based on things that we know can help many across the industry. And so we're excited to continue to share and update our system and and learn how we can help you.

H Halie Morris 26:26

Alright, well thank you for joining us, Archie. And then for everybody who tuned in for the last episode of our year. Thank you for listening. Go ahead and give our previous episodes a look back. We've got quite a bit in store for you. And like Archie said, there's been a lot of great guests, a lot of really cool industry experts, couple of experts from outside of the industry. And we've talked on everything from HR retention, engagement, recruiting, hiring practices, through marketing and other management tools that could set you up for success. So give us a listen and tune back in again in January to listen to Justin Clark. Talk about another tool that you should be using to grow your business. Thank you