

COVID-19 Cleaning Service Assessment Case Study

Nationally branded residential cleaning service provider evaluates long-term impact of COVID-19 on its residential consumers and potential opportunity to expand into small business / light commercial markets

Background and Objectives

A national residential cleaning franchise had the immediate need to understand consumer perceptions about using residential cleaning services in the post-COVID-19 landscape. To be able to continually meet customer needs, the client asked BCE to help it develop a deeper understanding of how consumer priorities and perceptions around cleaning services have and will continue to evolve in response to COVID-19, and how competitors are reacting. The client also wanted BCE to help test a potential opportunity it had identified – to begin servicing small businesses that had previously not used professional cleaning services as they reopen with more stringent cleaning requirements.

Approach

BCE used a two-phased approach to assess the residential consumer and small business/light commercial markets. In phase one, BCE designed, launched, and analyzed a survey to consumers of residential cleaning services to evaluate how their needs and requirements have changed since the emergence of COVID-19. Using these data, BCE was able to quantify the impact by the client's existing consumer segments, including their expected return to pre-COVID use. BCE also identified services and attributes consumers now value more given COVID-19, and measured the opportunity to convert prospective customers to using the client's cleaning services.

BCE simultaneously conducted primary research with a range of small business and light commercial stakeholders across business segments and U.S. regions to prioritize business segments the client could target for its cleaning services. BCE then created a list of factors driving need for professional cleaning services against which each business segment was weighed, identified key decision-makers by segment, and identified actionable targets by accounting for regional differences in business' ability to open and willingness to trust third-party cleaners.

Recommendations

BCE highlighted several next steps for the client for the residential consumer and small business / light commercial markets. On the small business / light commercial side, BCE recommended a two-pronged marketing approach at the national and local levels, with specific business segments and regions on which to focus. For its residential consumer market, BCE recommended the client create COVID-specific materials emphasizing the key needs and services identified through the survey, and outlined areas to watch moving forward to protect and grow its customer base.

