

The HSBC Award for Best New Business

The Carpet Care People

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The Carpet Care People are a carpet and upholstery cleaning/care business, which has grown from one van to five in the past 12 months. They provide both domestic and commercial cleaning services and since September last year, have gained over 2000 new customers including commercial contracts for Westminster Abbey, New Forest Nursing Homes and a number of letting agents across the county.



Such is the success of the business model that the company has recently started franchising with franchisees in Maidstone and Tunbridge Wells. The franchising aspect of the businesses is very much a targeted growth area for the coming 12 months. As the business expands it is hoped that a dedicated member of staff can manage the expanding franchisee network.



There is a very keen focus on customer service within the business, payment is only accepted when the customer is totally satisfied with the job carried out. Significant levels of business have been generated by recommendations and referrals. Phones are always answered, operatives are smartly dressed driving new, sign-written vans.

Every aspect of the business is closely monitored. Spreadsheets record all customer contacts from the very first call to the completion of the job. In addition, volumes of calls are monitored (which helps to assess the success of advertising) as is the average job value each van is achieving on a weekly/monthly basis.

Regular meetings are held with operatives who also receive regular update training, on both the practical and customer service sides.



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