

# Client Profile

Learn how real businesses achieved success in their industries through innovative strategies such as expansion into new markets, new and differentiated product and service offerings, enhancing operations and cash flow management.

## Cleaning company founder believes happy employees means happy customers

Nine years ago, Jacqui Jepson started cleaning houses to support her children after her divorce. Today, she runs The Pink Wand Cleaning Services, a million-dollar company based in Airdrie, Alberta with aspirations to sell franchises across Canada.

“I always set goals and I knew I wasn’t going to settle until I met all those goals,” said Jepson. “I knew that I had three kids to support and wanted to be a good example to them. My dad is an entrepreneur and I wanted to follow in his footsteps.”

“When we first started, I lived in a park model trailer in my parents’ backyard and I had maybe \$10,000 in sales and now we have close to a million.”

The Pink Wand employs more than 30 people and serves more than 250 residential and commercial customers in Airdrie and the Calgary area. Jepson attributes her success to the processes she put in place to streamline her business which, in turn, makes the Pink Wand an attractive place for her employees.

“When we started, it was just me and a vacuum I bought off of eBay and then I started to slowly systemize absolutely everything,” she said. “Instead of making my business about me dictating the times that employees would work, I took a different route.”

“I knew I had access to a lot of mothers who wanted to work around their kids’ schedules so what I did was systemize the business so I could make the job work for them and, in turn, I kept amazing employees throughout the years.”

Cleaning sounds like a low-tech business of mops and brooms, but The Pink Wand embraces technology to help it operate efficiently. An example is the scheduling system it uses to remind customers of their appointments.

“We tested a whole bunch of systems to automate reminders for clients,” said Jepson. “We started doing it manually. It was literally two of us in the office, going through our list and manually texting reminders to our clients.”

“We tested all sorts of systems that were sort of capable of doing that, but we decided to build our own database system so we had a company come in and build one specifically for our business,” said Jepson.



The Pink Wand takes great efforts to retain its employees as well as its customers. It pays above-market wages, offers regular staff leadership and business coaching and promotes from within. That means clients end up seeing the same people returning to their homes and businesses which strengthens their relationship with the customer.

“We regularly meet with our employees to find out what gets them out of bed to be with us, whether they just want to have a part-time job so they can be around their children or whether they want to grow within the company. We see low turnover because we have a balance-of-life approach,” said Jepson.

As for their customers’ satisfaction, The Pink Wand’s management does regular spot checks to make sure that their employees did a good job and monitor feedback from clients to correct any problems before they become serious.

“If they’re not happy, we rectify it with them, whether it be by sending the team back at no charge or whether it be discounting the next job then we follow up afterwards. We follow up two times after the complaint to get things back to par,” explained Jepson.

The Pink Wand is heavily involved with several charitable organizations in the Airdrie community and Jepson acts as a mentor for SMARTstart, a program that helps local entrepreneurs get their businesses off the ground.

“The program offers the assistance that I wish I had had when I first started so they can avoid the mistakes I made,” said Jepson.

One of the lessons the Pink Wand founder teaches is that business success comes from setting goals and taking the steps to make them a reality.

“Any problem is solvable,” she said. “If you put your customers and your staff first, you can pretty much solve anything which ensures you’re meeting your goals and that everything works out. I think I worried so much when I first started and now I realize that as long as you’re doing a good job and doing well by your staff, your clients and your community, you can usually make a go of it and be a success.”

## CIBC Tips – Building a Dream Team

**Hire with Purpose:** Your employees should complement your business’ objectives. Before you start the hiring process, consider exactly what qualities you’re looking for in your team. Some questions you can ask yourself: What talent do I need? What personality traits are the right fit? What type of skillsets can balance my own? How many people are required to complete the work and serve clients? How much can I afford? Hiring comes down to both quantitative and qualitative factors.

**Source Quality Talent:** Know where you can find your future employees. Scan the local market, and consider the following sources: Job Fairs, Campus Recruitment, Classifieds, your personal network and connections, LinkedIn, Monster, Workopolis, and a career page on your own business’ website.

**Onboard Your Team:** Develop a process for onboarding new employees. Conduct an orientation session and buddy them up with a seasoned member of your existing team. It’s important that everyone on your team is not only aligned to your vision, and ready to work and serve clients, but also feel that they are fitting in, making a difference, and fulfilling their own career aspirations.

For more business tips from CIBC, visit [cibc.com/businessadvice](http://cibc.com/businessadvice)

### As seen in the Financial Post

Published September 25, 2017 in English. This story was produced by Postmedia’s Content Works commercial division in collaboration with CIBC to promote awareness of this topic for commercial purposes. Postmedia editorial had no involvement in the creation of this content.

CIBC Cube Design is a trademark of CIBC.

