

GET THE DIRT ON *Carpet Cleaning*

Word of mouth spreads quickly...especially with the rise of ratings websites such as Yelp. What do people focus the most on when reviewing a carpet cleaning service?

400,000 PEOPLE VISIT THE CARPET CLEANING CATEGORY PER MONTH ON YELP

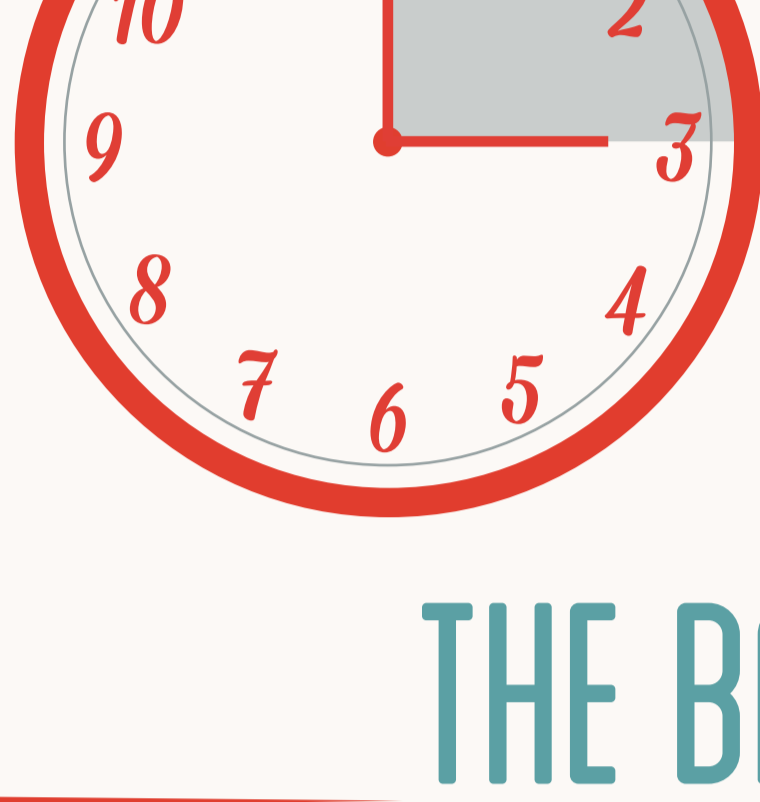
THE GOOD REVIEWS



97%
of customers mention
JOB QUALITY
in their reviews

52% praise **CUSTOMER SERVICE**
or **FRIENDLINESS**

47%
mention
affordability



26%
of customers appreciate
punctuality

THE BAD REVIEWS

61%
COMPLAINED
ABOUT POOR
JOB QUALITY

50%
COMPLAIN
ABOUT UNFRIENDLY
CUSTOMER SERVICE



34%
COMPLAIN ABOUT COMPANY
honesty

23%
COMPLAIN
ABOUT
COMPANY
CARE



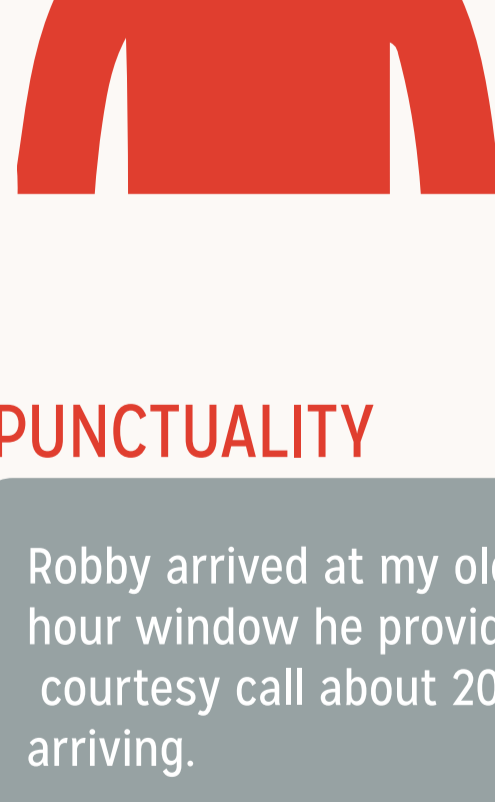
21%
COMPLAIN
ABOUT
punctuality

THE MORAL

CUSTOMER SERVICE

... They tried to upsell by telling me how bad everything in my home looked and smelled currently, implying that it could all look and smell so much better if I paid them more money. It's never a good idea to insult your customers.

Moral: Carpet Cleaners should treat their customers as king, instead of insult them.



PUNCTUALITY

Robby arrived at my old place within the one-hour window he provided me and gave me a courtesy call about 20 minutes before arriving.

Moral: Simple things like arriving on time make the process more efficient and enjoyable.



JOB QUALITY

"Our carpet had many deep black spots mostly in high traffic areas and stains of spilled food and drinks due to 2 years of extensive use, partying and drinking. So it was in pretty bad shape and screamed for attention. The result was utterly MAGIC!!! The carpet looked all new and healthy, with all spots vanished. I am beyond words to show how happy I am!

Moral: Actions speak louder than words. Make sure your carpet cleaner can deliver what they sell!



COIT
www.coit.com

Sources:

www.yelp.com

Survey study on Yelp reviews

Customer quotes are from a large sample size of companies and are not from COIT Cleaners customers