

WELCOME to our new Franchisees.....

Johan and Kim De Villiers	Modimolle	Pest Control
Mario Kuhts	Northern Natal	Cleaning
Heini Erasmus	Brits	Pest Control
Marinda Gregan	South Coast	Cleaning

ENHANCING CUSTOMER RELATIONSHIPS

The Specialists are a group of people who care about their customers. We value our relationship with our customers, who often become our friends. It is this relationship which we value above all, and any investment which will both protect and enhance this 'treasure' will yield rich dividends.

With this in mind, The Specialists group of franchisees introduced a Customer Relationship Management programme earlier this year which is aimed at building stronger relationships with our valued customer (and prospective customers) through effective communication at appropriate stages of our relationship:

- * Certain Quotes which were previously communicated only verbally on the phone, can now be professionally confirmed via e-mail to the client.
- * 'Delivery' communication effectively informs client of 'booking confirmation and stipulates any requirements prior to 'booking' (client is also automatically reminded one day prior to booking)
- * Every client receives a Feedback Form after each job, requesting feedback on the quality of work done.
- * The relationships with the customer is maintained through monthly communications which provide clients with valuable 'tips and tricks' to use in their home or work environment (clients have the option to 'opt out', but seldom do, as they find these practical suggestions of benefit, rather than intrusive).



CRM TRAINING IN KZN, BOTSWANA & FREE STATE

THE SPECIALISTS 2010

'BUSINESS PARTNERS' CONVENTION



REINHARD NIKLAUS (BOTSWANA)
Franchisee of The Year (Pest Control Specialists)
receiving his trophy from Louis Lindenberg (MD)



ELMA VERMEULEN (PORT ELIZABETH)
Franchisee of The Year (Cleaning Specialists)
receiving her trophy from Louis Lindenberg (MD)

The annual convention of The Specialists was held at the Midrand Conference Centre from 7th to 9th May, 2010. This years theme highlighted the value of the partnership between Franchisor and Franchisees.

Franchisees enjoyed presentations / discussion on business aspects such as Financial Disciplines, Operational developments, Good Corporate Governance (King III), Marketing and much more.

Recognition was again given to the many achievements by our valued partners who make up our national network of over seventy franchisees, at the Gala Dinner / Awards evening on Saturday night.

Congratulations to all the winners in the various categories, and ultimately to our 'Franchisee of the Year'



On 1st August, 2010 our Bloemfontein franchisee, Robin Fish, commenced cleaning the Medicross health care facility in Bloemfontein.

This brings to 23 the number of health care facilities Cleaning Specialists maintain hygienically clean for the Medicross arm of Netcare.

This new contract was as a direct result of the excellent service being rendered to the Kimberley Medicross by our local franchisee in Kimberley, namely Hennie Fourie.

We look forward to expanding our strongly entrenched relationship with Medicross for many years to come, as we continue to deliver our gold standard service in their health care facilities.

CLEANING FASHIONABLE TRUWORTHS

Our relationship with Truworths continues to 'stay in fashion' as our portfolio of stores being cleaned continues to grow, 11 years after starting with the very first store in Midrand (Boulders).

In recent months four more stores have been added to the list of Truworths stores being cleaned nationally, namely Hazyview, Nelspruit, The Glen Man Emporium and Randpark Ridge.

We are proud that over 98 Truworths stores reflect the gold standard service being offered by our respective franchisees.



"Deep cleaning of entrance to one of the Pretoria Truworths stores"

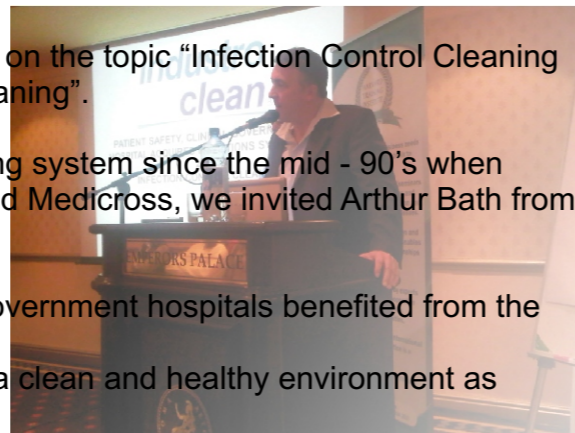
Cleaning Specialists partner with Wetrok (Industo-Clean) at Infection Control Workshop - Emperors Palace

On 29th July, 2010 Harvard Training Institute hosted the "Patient Safety, Clinical Governance and Hospital Acquired Infections Symposium 2010" at Emperors Palace.

Cleaning Specialists were invited to conduct a Mini Workshop on the topic "Infection Control Cleaning and Organisational Culture benchmarking routine hospital cleaning".

Since we have traditionally utilised the Wetrok hospital cleaning system since the mid - 90's when cleaning health care facilities such as Netcare, Life-Health and Medicross, we invited Arthur Bath from Wetrok to partner with us in presenting this workshop.

Health care officials and nursing staff from both private and government hospitals benefited from the constructive presentation and interaction during the seminar. Cleaning Specialists are honoured to be able to contribute to a clean and healthy environment as Specialists in the health care industry.



EFFECTIVE RODENT CONTROL ON CHICKEN FARMS

In August this year our Welkom Pest Control franchisee secured a contract for the control of rodents at Eiko Chicken Farm in Goldfields Region.

This huge farm consists of about 150 000 egg laying hens in 15 batteries.

Rodent control is being effectively achieved with 239 tamper proof bait stations being serviced fortnightly.

Management have complemented our Welkom staff on the professional service they are receiving.

As a direct result, a neighbouring chicken farm (Vredehoek Farm), who heard about the excellent service at Eiko Chicken Farm, also contracted Pest Control Specialists to manage their pest control needs.

Discussions are currently underway regarding the disinfecting needs of these clients.....



BIRD CONTROL AT

SASOL
reaching new frontiers



Pest Control Specialists (Vereeniging branch) commenced a bird control management programme during October, 2010 at the SASOL RESEARCH AND DEVELOPMENT site.

This unique challenge will be managed by means of installing 35 Eagle Eye™ bird scarers at strategic places on the rooftops of the buildings.

Eagle Eye™ bird scarer is an effective bird deterrent device that harmlessly relocates birds. Birds are irritated by reflected light beams that flash at various angles from a rotating Eagle Eye™.

LIMPOPO FRANCHISEES WIN AWARD!



Our 4 Pest Control franchisees in Limpopo were recently honoured when they received the Golden Arrow Award from PMR for outstanding service to their clients in the region. Well done to Dawn (Louis Trichardt), Renier (Polokwane), Carel (Tzaneen) and Johan (Modimolle) on this outstanding achievement.

Useful Environmental "Tips & Tricks"

Did you know?

Repel mosquitoes naturally! Just rub a little lavender oil on your pulse point. You'll love the smell - but mosquitoes will hate it.

