

Cherry Cove Hospitality Saves Money and Increases Guest Satisfaction With Procter & Gamble Professional Cleaning Products



The Challenge

When Stephen Kelly became General Manager of the Cherry Cove Hospitality hotel property in Lexington Park, Md., he and his housekeeping staff weren't happy with their current cleaning supplies vendor. Kelly had used Procter and Gamble Professional products at other hotels and wanted to switch.

"The competitor's product was less expensive but they didn't have the same quality and service as Procter and Gamble," said Kelly. Kelly joined the Cherry Cove Hospitality hotel in November 2008 and changed to P&G Professional as soon as he assessed the property's needs.

The move to P&G Professional paid off in surprising ways.

The Solution

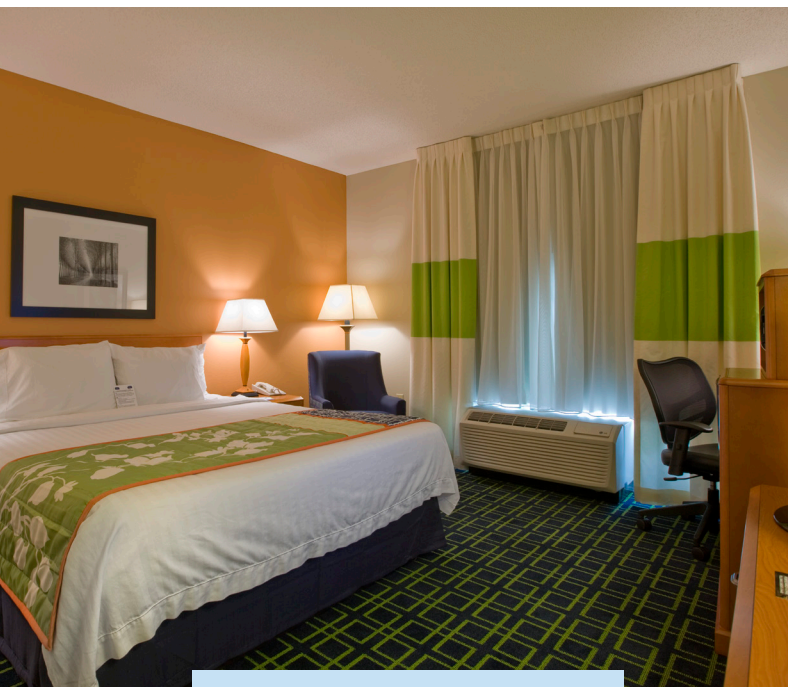
The hotel began using Tide®, Downy®, Spic and Span®, Mr. Clean® and Febreze®, among other P&G Professional products in December 2008.

"My housekeeping staff said the new products were so much better than what we were using," said Kelly. "You can see the difference. With P&G Professional products our hotel looks

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clean, smells clean and feels clean. We are in the service business and if you cut corners in cleanliness you are not going to have many guests to serve. When your employees and guests notice the difference, you know you are doing the right thing.”

Kelly was also pleased with the customer service he received from P&G Professional. According to Kelly, P&G Professional’s customer service “goes above and beyond their job description from the delivery truck guy” to the sales team.



Kelly was willing to spend more money for better quality products and customer service. He didn’t

have to. His hotel ended up using less P&G Professional products with better results and saved nearly \$2,000 in 2009.

The Results

“Every month, I have continued to save money,” said Kelly. “This is a direct result of P&G Professional’s quality products. When you get the job done right the first time you save money in the long run. With P&G Professional products, I know that my rooms and hotel as a whole are cleaner than ever.”

The Cherry Cove Hospitality customers agreed. Within six months of switching to P&G Professional, the hotel received a Gold Status for overall guest satisfaction. To earn the award, the hotel achieved an 87 percent guest service satisfaction score between January – June 2009. Guests were randomly given a survey that covered overall satisfaction and solicited cleanliness ratings of guest rooms, bedding, bathrooms, and lobby area.

“P&G Professional definitely played a key role in helping us achieve this award,” said Kelly. Cherry Cove Hospitality owns and runs three other properties also using P&G Professional cleaning solutions.