

The Unexpected Economics of a Well-Kept Restroom

Every Room Counts. Especially This One.

Research suggests half of customer complaints are restroom related.¹

We have a prediction. When complaint calls come your way, our guess is that much of the time, they involve the restroom.

Interestingly, when public restrooms are well maintained, the benefits go beyond reduction of complaints.

Customers say a poor restroom experience influences their likelihood to return,² so why chance it?

Here are 3 simple ways to make your restroom work for your business — rather than against it.



Fixate on the Fixtures.

The costs of maintaining a restroom over the life of a facility far outweigh the costs of fixtures and dispensing equipment. The upfront investment can positively impact your image and moderate consumption in the long run.



High-capacity for higher satisfaction.

Imagine a world with fewer guest complaints related to empty dispensers. Then picture your janitorial staff making fewer unscheduled service trips. That's the rub of high capacity dispensers.³ They are designed for efficiency, aka, to keep everybody happy.



Go touchless.

Touchless helps control usage, resulting in reduced waste of supplies compared to traditional folded-towel dispensers.⁴ As an added benefit, 80% of customers say enMotion® paper towel dispensing systems have reduced the amount of complaints they receive.⁵

By following these simple tips we'll make another prediction. The phone will continue to ring. But with any luck, they'll be fewer complaint calls, and more new business.

71%

of people prefer using an automated touchless soap dispenser over a manual dispenser⁶

Where Style Meets Confidence

GP PRO Premium Restroom Collection



1. Cleaning & Maintenance Management: Building Service Contractor Survey, 2014
2. GP PRO Proprietary Research: PRO-18-1945
3. GP PRO Proprietary Research: CPT-18-1741
4. GP PRO Proprietary Research: CPT-18-1796
5. GP PRO Proprietary Research: CPT-18-1741
6. GP PRO Proprietary Research: CSP-18-1870



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