

You're losing customers right from under your nose

There's only one chance to make a first impression. Make it count.

Operating a business in a down economy has many challenges, especially one which relies on a consistent flow of both new and repeat consumer traffic. Effects of this economic struggle can be felt regardless of the size of your business. Individuality and differentiation from the competition helps distinguish your place of business, but not always in the positive direction.

As budgets tighten, environmental hygiene can often become an area of oversight. A recent survey¹ details the importance of maintaining fresh facilities and the impact poorly maintained facilities can have on repeat business. **Offensive odors (57%) ranked as the second highest reason a patron polled would choose not to re-visit a restaurant. A staggering 88% believe the hygiene conditions in restrooms reflect the entire establishment's standards of cleanliness.**

Tips on Air Fragrancing

It's not enough to have an automatic fragrance dispenser hanging on your walls. Proper maintenance and upkeep on dispensers takes minimal effort for maximum return.

- Be sure that the batteries in your dispenser are fresh – drained batteries could cause the dispenser to malfunction. Batteries should be changed once a year.
- Be sure the refill contains fragrance – **refills last 30-90 days** depending on variety and should be replaced according to scheduled maintenance. An empty refill does no one any good.

protect
your business
against
foul odors
for as
little as **17¢**
a day and encourage
repeat patronage
and positive WOM

Selecting your fragrance

An important key to fragrancing is selecting the perfect scent for your area. Here are some tips from the professionals:

- Fruity scents such as **Citrus and Mango are popular**, they counteract strong odors and provide fruity fragrance. Great for restrooms.
- Fresh scents such as Clean n' Fresh or Clean Cotton **give an impression of cleanliness**. Great for laundry areas, lobbies or general traffic areas.
- Floral scents such as Country Garden and French Kiss are great **all purpose fragrances**, providing fresh cut flower neutral scent perfect for any area.

Word of Mouth. Your best friend or your worst nightmare?

Word of mouth (WOM) can be categorized as simple as communication from one consumer to another. A basic rule of thumb regarding WOM is that negative feedback is more susceptible to viral communication than any positive feedback. For instance, this survey justifies that **50% of patrons surveyed would communicate inadequate restroom hygiene to others** – deterring repeat and potentially new business.

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¹Dirty, Poorly Serviced Restrooms Drive Restaurant Patrons Away. Survey sponsored by SCA Tissue North America, conducted online by Harris Interactive 8/2008