

# Embedding CX excellence holistically to drive consistency and growth

## Background (Data + Insights)

Spotless Brands set out to ensure **consistency, accountability, and long-term performance** across all locations. As the organization scaled, **maintaining uniform standards** and delivering a high-quality experience at every site became increasingly critical.

Through its partnership with SMG, Spotless identified that achieving this level of consistency **required more than measurement—it demanded a cultural shift**. Improving data integrity, operational alignment, and frontline engagement unlocked more reliable insights and better business outcomes.

**The insight was clear: when teams trust, understand, and apply their CX data, it becomes a powerful driver of both operational excellence and revenue performance.**

## Action

- Implemented **organization-wide training focused on data integrity** to build a culture of accountability and consistency in how CX data is captured and used.
- Established a **cross-functional, holistic framework** that eliminated silos and aligned teams, resources, and decisions around CX priorities.
- Developed a **continuous improvement plan** to ensure the program adapts to evolving operational needs, risks, and regulatory requirements.
- Delivered on-site, **role-relevant training** to address location-specific challenges and reinforce best practices in real time.
- Updated its survey design to better reflect operational metrics and **strengthen the connection between CX performance and business outcomes**.

## Results

- **Improved consistency in service quality and customer experience** across locations through standardized training and processes
- **Reduced variability in performance**, enabling smoother rollouts of programs and initiatives across multiple sites
- **Stronger alignment between CX performance and revenue outcomes**, with higher-performing sites exceeding revenue targets
- **Clear linkage between experience drivers and value perception**, with wash quality identified as a key driver across service types
- **Increased training effectiveness** by engaging associates in real-world environments that led to more actionable improvements

## Next Steps

Spotless Brands will continue to build on its CX foundation by **evolving its training, strengthening cross-functional collaboration**, and further **refining how insights drive operational decisions**. With a scalable framework in place, the brand is well-positioned to **maintain consistency while continuing to grow and innovate** across its network.



Xcellence Spotlight:

**SPOTLESS**  
BRANDS

