



# Chem-Dry Seminars 2019





# WELCOME





## FORMAT OF THE DAY

- 9.30am Welcome & Introduction  
Group – Company Update  
New Franchises  
Website  
Compliance  
US Initiatives  
Steve Hammond  
Katie Thane
- 11.00am Tea/Coffee
- 11.20am Demonstrations  
FAQ  
Offers  
How can we help - Opportunities  
Service Awards  
Matt Barber  
Katie Thane





12.45pm Lunch

1.30pm Opportunities  
Corroventa  
Ice Blasting  
Q&A

Neale Vickery  
Jim Grant

2.30pm Tea/Coffee

2.45pm Market Review  
Our Clients  
Continued Progression  
League Tables  
Performance Awards  
Q&A

Steve Hammond  
Darren Jones  
Steve Hammond

4.00pm Close







## Challenges

- Ageing & Decreasing Franchise Network
- No new franchise sales
- Legacy claims management system (over 20 years old) - Unable to take advantage of technology advances
- Website not mobile friendly, optimised plus Google penalties
- Lack of lead generation initiatives







## Challenges cont.....

- Limited or no visibility of the claims process - Claims progress was opaque and difficult to manage
- Lack of control and poor Management Information - Inconsistent service delivery
- Lack of MI made it difficult to manage performance – Lack of Cost Control
- Cost transparency was difficult to achieve until the works were complete
- ***CDUK needed investment to improve transparency and control***





## Steps taken to transform Chem-Dry

- Changes to Chem-Dry management team
- Custom and practice was blocking change
- Improving transparency became a priority
- Empowered the Technical Validation Team to manage the supply chain
- Expanded the network to include other independent restorers and builders with a restoration capability
- Dealt with commercial anomalies that made audit and compliance difficult
- Removed Incentives for wrong behaviour







## Steps taken to transform Chem-Dry

### Transforming the business required a new claims system:

- Full Transparency - all interested parties can access Pulse and review progress in real-time
- Drying decisions - Yes or No are made on day one (Live from site)
- Real-time MI enables the management of performance
- Manage by exception to minimise unnecessary claims touches
- Automatic updates to policyholders and clients
- Platform is adaptable for D&C work





## Digitising the field operatives - Eviid Professional deployed in 2018, improving:

### Compliance

Poka-yoke to minimise mistakes in the field (moisture readings, safety concerns)

Grid reference for moisture readings

Target drying date and progress monitoring

### Consistency

MI reports drive Franchise / sub-contractor compliance

### Real-time communication

Moments of truth auto-updates

### Transparency

Fully auditable by anyone in real-time





## Transformation - Live from Site

- The sectors biggest step forward in the management of claims costs, CDUK Technical Managers control the first decisions in real-time.
- Recording what we see – what we authorise – available to clients in real-time:
- Live video call from site on 1<sup>st</sup> visit - Technician & CDUK agree scope & approach on the first visit, evidencing site findings. Transparency & control
- TCV & Technicians agreed approach and initial scope & appropriate next steps
- Our unique live approach ensures, costs, scope and reserving are appropriate and completed with no delays
- Setting the claim on the “Right Track” from outset





## Benefits of Change

- Consistent Delivery
- Improved customer satisfaction
- Improved cost control
- Transparent pricing
- Meaningful Management Information
- Digitally enabled supply chain
- Scalable offering





# New Franchise Sales





## Welcome to our Newest Members

2016

- Afton Chem-Dry

2017

- RD Wright Chem-Dry
- Anglian Chem-Dry
- Chem-Dry Services

2018

- Manx Chem-Dry
- Chem-Dry London

2019

- Chem-Dry Easy Clean
- ChemDry Mastercare
- TBA...





# Digital Presence WEBSITE







## New Website

### Limitations of old site

- Unsupported – launched 2012
- Complex
- Not mobile friendly

### Aims of new offering:

- Simple
- Flexible
- Keep within budget





## New Website

- 2018 – had preliminary discussions with multiple developers and franchises
- January 2019 – selected contractor and specified our requirements
- Launched April 2019, with over 50 franchise pages
- Sales and enquiries have remained constant





## New Website

- Retained estimate booking feature with link directly to your sites if required
- Covers traditional core Chem-Dry work and Insurance
- Easy to add additional services

Franchise pages –

- Customise to your franchise services
- Add your own testimonials
- Add your own offers





## New Website

### Franchise portal features

- Order on line and pay online – if you want to
- On line access to equipment manuals , Product Info sheets and MSDS sheets etc
- In future – videos, blog, images etc - if you want them!





## Where do we go from here?

- Ongoing SEO – Video, regular blogs
- Updating and adding content as needed
- Co-ordinated with social media updates
- Thoughts on ....





# Q & A





# Compliance







## Best Practice -why compliance is important

Benefits to you:

- Better service - saves money & time drives growth
- Avoid complaints
- Better reputation - professional
- Strengthens our brand and trust
- Easier to already be complaint with new client requirements





## How Chem-Dry Franchising assist

- E-Learning –no additional cost to you, just time
- Audits – internal and external
- Compliance chases -Waste licences/insurances
- Complaint management
- Training





## GDPR

New legislation – May 2018

Strengthened existing DPA legislation in favour of individuals to account for the increased level of personal data processing in the digital age





# What is personal data?

- Name – Address –Email – Telephone number(s)
- Bank details
- Images of individuals
- Medical info
- Race
- Religion
- Political views





## Seven Principles – GDPR 2018

1. Lawfulness, fairness and transparency
2. Purpose limitation
3. Data minimisation
4. Accuracy
5. Storage limitation
6. Integrity and confidentiality
7. Accountability





## What were the changes?

1. You must be able to demonstrate compliance
2. Higher standard of consent
3. Privacy notices
4. Individuals rights to:
  - i. Restriction
  - ii. Access
  - iii. Object
  - iv. Erasure
  - v. Portability
  - vi. Rectification
5. Personal Data Breach Notification Requirements
6. Fines





## Summary

1. Keep data secure
2. Do you have express, not implied permission
3. Use your Privacy Policy
4. Do you need it?
5. Be open and transparent







# US INITIATIVES





# International Master Franchise Meeting June 2019

## Updates from HRI

- Acquisition of Delta Restoration  
BUT – no plans to offer this outside of the US

## Personnel Updates

- Charlie Erikson – recruited as Vice President of International Franchise Services
- Darby Parker – departed for Delta Restoration





# Green Certification update

- Chem-Dry now has **52** Green Certified Products
- New Certificate available on US Portal and on your website
- Green Certified by ITC Labs Testing:
  - Oral toxicity
  - Dermal toxicity
  - Inhalation toxicity
  - Carcinogenicity
  - Aquatic toxicity
  - Alkyl phenol ethoxylates
  - Inorganic phosphates
  - pH
  - VOC's



<http://itclabsaz.com/wp-content/uploads/2018/12/Green-Certification-Requirements-Dec-2018.pdf>



# Green Certification update





# New Innovations

Air Duct Cleaning

New Area Rug Products

Wood Floor Cleaning

New Powerhead and Powerbase

Coming Soon!





# Air Duct Cleaning

Preliminary information at this stage

In US targeted largely at domestic market

Any interest?

An infographic titled 'Benefits of Air Duct Cleaning'. At the top, it lists 'Bacteria • Pet Dander • Pollen • Mold • Dirt & Dust' above five small images of these substances. Below, a diagram shows a dirty air duct with a red 'X' over it, and a clean air duct with a green checkmark and blue air flow lines. The text 'Benefits of Air Duct Cleaning:' is followed by a bulleted list of advantages.

**Benefits of Air Duct Cleaning:**

- Reduce Health Risks – removes allergens & bacteria
- Cleaner Air – breathe easier with fresher indoor air
- Energy Cost Savings – improved air flow
- Extended Furnace Life – less wear & risk of breakdown





## New Area Rug Products

Area Rug Cleaner with Deodoriser



**New!**

- Superior deodorising performance
- Molecular entrapment technology
- Green and Woollsafe accreditations pending







## New Area Rug Products

### DYE DEFENDER



**New!**

- Designed to keep loose dyes from redepositing onto fibres during the washing process
- What to use when the rug passes dye stability tests but still bleeds during the washing process
- Allows the dyes to escape without re-depositing
- Use on entire area rug
- Re-set the dyes with Dye Lock





## New Area Rug Products

### DYE CORRECTION



- Formulated to remove stains where bleeding of dyes has occurred.
- Prevents dyes from redepositing





# New Area Rug Products

## Fringe Bleach



- Restore white colour's to the fringe
- Remove dye bleed or stains from fringe





## Wood Floor Cleaning

- Launched in US in February 2019
- Fastest uptake for a new service ever!
- 106 units sold in first 4 month
- Two options –  
    I-mop or wood floor scrubber





# Wood Floor Cleaning

## OUR EQUIPMENT VS. THE COMPETITION:

	OURS	THEIRS
✓	Commercial grade	✗ No independent controls of solution, vacuum, and brush
✓	Portable, compact, highly versatile	✗ Big, bulky, and heavy
✓	Durable, with high performance	✗ Low performance, less durable, high maintenance
✓	Independent controls of solution flow, vacuum, and brush	✗ Corded
✓	Battery powered	





## Wood Floor Cleaning

- Solid wood



- Engineered



- We do NOT clean:
  - Laminates





## Wood Floor Cleaning

- “Overall we think this is a great need for our business, and it’s a nice break for our techs to do something easy compared to carpet cleaning. I’m looking forward to marketing this to our realtor connections. The price point is in a good range for us to have multiple units for our van fleet.”, \$250-\$300 job average
- “With the introduction of this service, we can now virtually clean every type of flooring in homes and businesses!”, \$350 job average
- “If you can’t figure out how to clean wood floors in less than 15 minutes with our products and machine then you will probably never get it. It is just that simple. The process is so fast we have to slow down, \$350 job average.”







## What is the cost ?

Both options – equipment to be sourced through UK supplier

Dependent on interest we would look at bulk purchase

Costs are estimates only at this stage....







## What is the cost ?

- iMop
- Wood Floor Scrubber
  - Nilfisk SC250 Scrubber



iMop £2649

Nilfisk £1449

Plus  
accessories





## New Powerbase

- Better Vacuum – 70% increase\*
- Better Heat – 15% increase\*
- Current price £4209.51 plus VAT (without wand)

\*Compared to PB10 Dual tank





## New Powerhead

- Better Handle Locking Mechanism
- Updated look
- New Grip Angle
- Smooth Wheels
- Easy-to-grab handle
- Price – awaited





# TEA / COFFEE





## Demonstrations

- Powerbase 10X
- Granite & Quartz Cleaning System
- Fringe Cleaning





## FAQ

- Fabric & Upholstery Cleaning
- Blood Stains
- Upholstery Protection





# OFFERS





## July Offers!

- 10% Discount off all US Solutions Orders placed in July up to maximum discount of £100 \*
- Free Just-a-Cup with each case of Natural V
- Granite kit - buy today for £300 plus VAT including half day training for upto two technicians in Beverley\*\*

\*Discount to be applied after any other deductions eg MPR reward discount, free products and does not apply to delivery charges

\*\* 10% discount in July does not apply







## External Suppliers



Knights Workwear

[www.knightsuk.com](http://www.knightsuk.com)



LSI – marketing merchandise – 5% discount to all Chem-Dry Franchises

[www.lsi.co.uk](http://www.lsi.co.uk)



Signs Express - Van Liveries and signs/banners etc

[www.signsexpress.co.uk](http://www.signsexpress.co.uk)





# HOW CAN WE HELP?





How can we help? What do you want from us?

- Checkatrade?
- Hotels?
- Commercial Offering?
- Care Homes?
- Our Clients – Staff – Family - Friends





Promotional Offers? 15% off

Admiral Allianz AXA Covea Zurich Ageas/Tesco

DLG NFU Gallagher Bassett

Aviva LBG LV





# Long Service Awards

## 10 - 20 & 30 Years





## 10 Year Long Service Awards

**CHEM-DRY EXCEL**

**CHEM-DRY SOUTH WEST**

**CHEM-DRY DIRTBUSTERS**

**CHEM-DRY JERSEY**

**CHEM-DRY 1<sup>ST</sup> CLASS**

**CHEM-DRY SOLUTIONS**





## 20 Year Long Service Awards

### ABSOLUTE CHEM-DRY





## 30 Year Long Service Awards

**CHEM-DRY WEARSIDE**  
**GATWICK CHEM-DRY**  
**CHEM-DRY of HARROGATE**







**US MFA SUB-FRANCHISE OF THE YEAR**

**1<sup>ST</sup> CHOICE CHEM-DRY**





# Chem-Dry Seminars 2019 Lunch is Served





12.45pm Lunch

1.30pm Opportunities

Corroventa

Ice Blasting

Q&A

Neale Vickery

Jim Grant

2.30pm Tea/Coffee

2.45pm Market Review

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4.00pm Close





# Corro<sup>®</sup>venta





- What are insurers wanting to see?
- Rapid, energy efficient drying
- Targeted drying
- Remote monitoring and ideally control
- Re-appraisal of drying regimes
- Correct equipment for the circumstances
- Reliable and consistent reporting





## Other issues that affect our industry

- Greater and increasing competition
- Technological advancements





## How can we help?



- Condensing units how they work and parameters
- Desiccant dehumidifiers how they work and parameters
- Thermal drying – why is this important and when should it be required?
- Remote control and monitoring of drying projects.
- The New Product Launch
- Targeted drying why and benefits to all.







## 3 Golden Rules

- Use the right equipment for the current conditions  
– drying is dynamic.
- Target drying unless not possible, show your professionalism.
- Always consider drying is a Dynamic Process





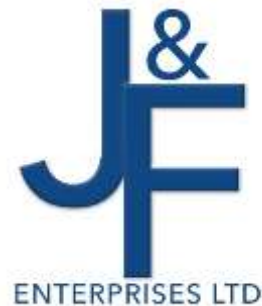


# Dry Ice & Soda Blast Cleaning

In conjunction with



&





## Dry Ice & Soda Blast Cleaning

- Introduce the client to our service for smoke, fire and Heritage damage restoration
- Perfect for Mould Remediation
- Earn £200 (incl V.A.T) for each project completed





# Dry Ice & Soda Blast Cleaning



Approved Clean Surface Ltd Contractor





- Agreed rates with CDUK and several insurers
- Simply send photographs of areas to be cleaned to CDUK or direct to [services@chemdry.co.uk](mailto:services@chemdry.co.uk) to obtain pricing
- Nationwide Service





- Call us if you want any advice before discussing with clients
- 0121 285 0011 or 07487 237729





- Earn £200 (incl V.A.T) for each project completed simply by offering your client this service
- Payment will be made by J&F Enterprises Ltd - “Introductory Commission” invoice on completion of the project.
- Payment in line with CDUK normal Franchise payment terms





INVOICE TO:

J&F Enterprises Ltd

Unit 12 Stechford Trading Estate

Birmingham

B33 8BU

email invoice to: [accounts@jfent.co.uk](mailto:accounts@jfent.co.uk)





# Q & A







**Tea & Coffee Break  
Back is 15 Minutes**





# MARKET OVERVIEW





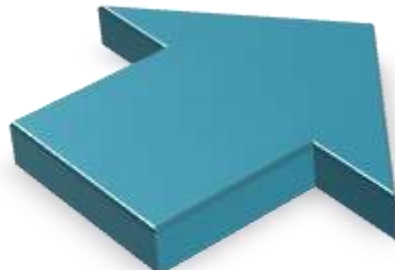
# DR&R Market - Overview

Insurers want a more efficient and effective service



Policyholders want an easier claims process

Unfortunately, not much has changed in the last 10 years from a suppliers perspective



Outside of direct or indirect labour – services are similar from all suppliers

Claims Settlement	Drying Regime	Collaboration	Cost Control	Technology
Cash settlement should be a service objective, but it is not!	DR&R suppliers default to the deployment of drying equipment when its not always required	Data is not shared between suppliers increasing cost and PH inconvenience	Poorly conceived supplier and client processes contribute to increasing costs	Service delivery not taking full advantage of advances in technology





## What is the Industry focused on?

- Technology led solutions
- Overhead reductions
- Simplified supply chain
- Cash settlements
- Shorter claim lifecycles
- Reduced Indemnity speed
- Minimal complaint levels





# Continued Progression





## What do Insurers want to achieve?

### ***Customer retention***

- Cost to Insurer

### ***Reduced indemnity spend***

- Documentation submitted within SLAs
- Reduction in elec./AA/strip-outs

### ***Reduced life cycle***

- Drying quickly & efficiently

### ***Improved customer journey***

- In turn helps with relationships with Clients/LA





## What can we do to help?

### **Better communication**

#### 1<sup>st</sup> Visit

- Media – photos/videos
- ROTADs
- Written reports – Initial Site Survey



🔒 eviid.test ⚙️

Case: 3260  
If relevant, complete a ROTAD request for each affected room

ROTAD By Room : 1 Remove (Hold)

Room Name Complete  
Bedroom 1 V

What strip out requirements are being requested for this room? Required  
 + 📷

What supporting information is being provided? Required

Moisture Readings

Photographs

What alternatives have been considered? Required  
 V

ChemDry eviid PRO



**31 : Provide details of damage and findings. Please support with details with photographs/video**

We can confirm that the ingress of water has stemmed from the neighbouring property experiencing a mains water burst on their driveway, resulting in the water entering the property and affecting the whole of the ground floor including low level walls.

The risk address is a detached property built circa 2010. All external walls are cavity brick and block with internal walls timber stud. On our next visit we will investigate the walls to ascertain if there is insulation and to see if we can dry in situ as opposed to undertaking strip out works.

The floor construction we believe is potentially a multi layered insulated floor that will require to be pressure dried which will negate the need for the strip out of the floor. On the next visit we will carry out an investigation to determine the exact floor construction which will also allow us to provide a possible estimated drying time.

Internally the skirts have blown and split and therefore we will recommend for these throughout the ground floor to be stripped out.

Moisture readings on the ceramic floor tiles in the kitchen and utility are above acceptable levels, 999 REL, and due to the possible floor construction and the fact they are acting as a vapour barrier we will be recommending for these to be stripped out.

Regarding the contents, we will remove any salvageable contents and store in a clean room if possible at the property. All BER contents will be listed and disposed of in the usual manner. The Insured has stated that the patio doors ever since the incident have become stiff to open, so therefore it may be prudent for a specialist company to be appointed.

**32 : Provide a summary of the actions and outcome**

Adhered to all H&S requirements.  
Applied antimicrobial in all affected rooms.  
Fully scoped inside and out including taking photographs and video footage.  
Full set of moisture readings with photographs.  
Installed background drying equipment to mitigate the loss and stabilise conditions.





## General

- Self-storage
- LA – Your responsibility
- Asbestos – no risk
- Email address

## Contact events

- After every correspondence update

## Drying Completion Documents

- SLA's
- Caveat box



# CLIENT EXPECTATIONS

SLA	Measure	Compliance (%)	
First effective contact with policyholder (non-emergency)	Within 2 hours of instruction	>95%	90-95%
First visit arranged with policyholder (non-emergency)	Within 24 hours of instruction	>95%	90-95%
Initial report	To be provided within 24 hours of first visit	>95%	90-95%
Submission of drying completion document	Within 24 hours of the property having been declared back to pre-loss condition	>95%	90-95%
Update to the customer	Every 5 working days	>95%	90-95%
Update to Client	Every 5 working days	>95%	90-95%
Return phone calls	Within 1 working day	>95%	90-95%
Invoice	To be issued within 48 (forty-eight) hours of completing the works	>95%	90-95%
Drying Completion	Within 21 Days	>95%	90-95%



### What can we do to help?

#### ***Resolution of complaints/queries***

- Within agreed timescales

#### ***Trained & qualified technicians – “Senior”***

- Mould Remediation
- BDMA
- Corroventa
- Construction Awareness





What can we do to help?

***Be proactive***

Mitigate the loss - Fire

- Background drying equipment
- Air scrubber
- “Ghost” wipe



Asbestos self-sampling

- Meet the criteria?
- Process
- Compliance





Different drying equipment/methodologies

- Process
- TES1/TES2
- Pressure drying
- Target drying





## AXA DA

- LA led

## Critical barriers

- Flash flooding
- Ceiling missing
- Partitioning of rooms
- Own strip outs

## Clean room

- 1<sup>st</sup> visit?
- Are contents required to be stored offsite?
- Overall benefits

## Refrigerants (heat)

- Colder weather
- Working temperature - optimum







What can we do to help?

***Open & honest***

Eviid & Pulse

- GDPR compliant – cease trading
- Market leaders – others using it – fully integrated
- Used across the business

Over-scoping

- <4m<sup>2</sup> - capped
- Air scrubber
- Latex sponges

Under – scoping

- Swab testing – requirements
- < £150 drying (AXA)
- Salts analysis testing





# League Tables







# League Tables

## Scores/Weightings:

- Franchise Initial Contact: 2Hrs = 10, 4Hrs = 6, Same Day = 2, Thereafter = 0
- First Appointment: 24Hrs = 10, 48Hrs = 6, 72Hrs = 2, Thereafter = 0
- Drying Lifecycle: 0-14Days = 10, 15-21Days = 6, 22-28Days = 2, 29-35Days = 0, Thereafter = -6
- NPS Scores: 0-10 (Their Overall Experience Score)
- Complaints: Closed and Justified = -70, Open = -10, No Complaint = +10
- Compliments: +50





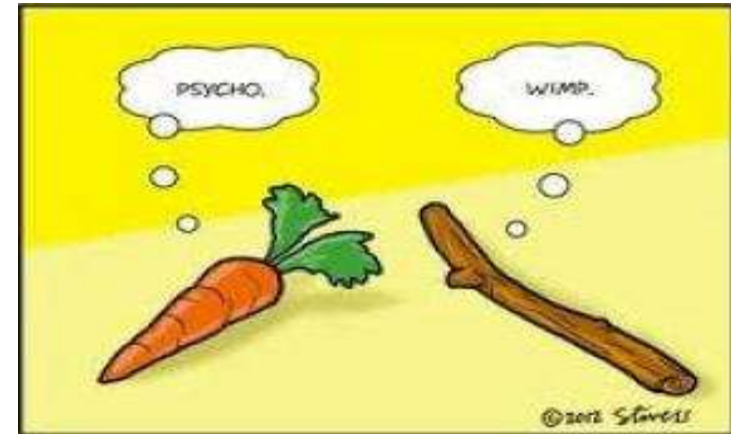
Franchise	Score Per Job	Rank	Franchise Initial contact	First Appointment	Drying Lifecycle	NPS Scores	Complaints	Compliments
	39.35	1	7.42	4.70	7.88	8.67	10.00	0.68
	38.26	2	4.38	5.01	7.00	10.00	10.00	1.87
	37.45	3	7.56	4.67	6.09	8.88	9.71	0.54
	35.58	4	3.70	4.91	6.86	10.00	9.53	0.59
	33.78	5	6.45	3.92	4.65	8.86	9.40	0.50
	33.68	6	3.92	4.14	4.62	10.00	10.00	1.01
	33.61	7	7.89	3.91	1.06	9.60	10.00	1.14
	33.23	8	6.41	4.27	3.00	9.00	10.00	0.56
	32.44	9	4.71	3.73	5.56	9.00	8.52	0.93
	31.77	10	3.27	2.95	5.60	8.60	10.00	1.36





## League Tables

- Measuring Key Performance Indicator
- Clients want to see Performance metrics
- Line by Line details available
- Monthly reports
- Focus on driving improvements
- PH Email addresses





## Net Promoter Score

*Not at all likely*

*Neutral*

*Extremely likely*



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$

- Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.





# Service Provider of the Year Awards





# Service Provider of the Year



## CHEM-DRY of HARROGATE







# Service Provider of the Year



## CHEM-DRY WEARSIDE





# Service Provider of the Year



# CHEM-DRY 1<sup>ST</sup> CLASS







# Q & A

