

# 360 Services

## 360° THREE SIXTY SERVICES

*"Bringing Service Full Circle"*

Indianapolis-based 360 Services specializes in kitchen exhaust hood cleaning. They are revolutionizing the industry by providing the most comprehensive, cost-effective and professional hood cleaning. To achieve this they focus on providing a superior working environment and company culture for their employees and outstanding service to their customers.

The challenge is to hire and keep great people to do dirty jobs, because success rides on the performance of employees working in an unsupervised environment. Keeping key people is extremely difficult – and extremely important.

"Our employees are asked to perform in a dirty, wet, cold, unforgiving environment day-in and day-out," says owner Michael Crafton. "Our challenge is to properly motivate and reward them with a promising career where free and open thinking is encouraged."

The tile kitchen exhaust hood cleaning industry is fragmented and plagued by lack of professionalism and quality work. Kitchen exhaust hood cleaning is required by law and performed a minimum of two times per year. Historically, it has been a negative experience for restaurants.



360 Services seized the opportunity to offer a professional service with brand-new lettered service trucks, uniformed and highly trained employees and a back office approach that implemented systems for day-to-day operations.

In addition to providing the best service available it is critical that the company continuously build long-term relationships in a price-driven industry. "Our mission is to build relationships between our service technicians and restaurant managers so a face can be put with our service and not just a bill," Crafton emphasizes.

"Creating a favorable work environment for our employees sets 360 Services apart from our competitors. We believe that if our employees are given the opportunity to succeed, provided with favorable working conditions and

above-average compensation they will work hard, be loyal and dedicate themselves to the company's overall reputation. When our employees genuinely feel needed, respected and appreciated, their quality of work will be second to none.

"We strive to be the best work experience our employee's have ever had," he says. "We have created an atmosphere that promotes forward thinking from each and every team member. We emphasize the importance of communication and embrace a true open door policy."

The company's monthly meetings address outstanding issues and ways to make the business better and more efficient. They have company outings, raffles, contests, an annual company summer trip and a year-end holiday party.

Apparently, it works. Crafton says the company had zero employee turnover for an entire calendar year in an industry plagued by a high turnover rate.

"Our reputation is our most important asset, and every employee plays a role in building and preserving that reputation. It is important that every employee views 360 Services as a company we are all building together, from the owner down to each and every employee," he says.

"We offer service 24 hours a day, seven days a week and 365 days a year. Our ability to respond to our current and potential customers' needs is unmatched. We pride ourselves in making each and every customer feel like they are our only customer, which is reflected in our customer retention rate of almost 100%. That is truly amazing given that we service over 1,500 customers multiple times a year.

"We market ourselves as a 'revolutionary' service company in business to build relationships with our customers. We are committed to long-term growth and understand that quality of work and a highly visible brand will allow us to do so. 360 Services stands behind its employees. We are dedicated to the success and well-being of each and every team member. We believe that if your employees are happy, your customers will be happy as well," Crafton concludes. •