EverSmart Washroom

Digitizing the real world to protect brands, customers and staff

Q3 2023

The challenge: A public washroom and brand reputation

In many communities across America and the western world, restaurants and retail outlets provide the only publicly accessible bathroom facilities.

The 'lure' needs no explanation and a glow of consumer appreciation no doubt matters. Yet this largesse opens legal and reputational challenges, and well as labor tensions.

- **How can brands ensure their constellation of restrooms are being properly maintained?**

- **How can store managers enforce timely responses to potentially damaging issues?**

- **How can customers be convinced you care deeply about sanitation, safety and convenience?**

CNN BUSINESS   Markets Tech Media Calculators Videos

Analysis: Starbucks can't be America's public bathroom

DIRTY RESTAURANT RESTROOMS SAY DIRTY KITCHEN TO MANY CUSTOMERS

Over 27% of people think Burger King has the worst facilities

Why are the bathrooms in Costo so gross?

The solution: EverSmart Washroom

We've all had to endure filthy or malfunctioning washroom facilities at one point or another. But Microshare technology means you don't have to tolerate this threat to customer loyalty anymore.

EverSmart Washroom allows site supervisors to enforce brand standards to avoid a serious risk to customer loyalty.

EverSmart Washroom helps identify leaks, clogs, supply shortfalls and sanitary problems before they become acute problems, creating actionable, auditable data for your staff to act upon.

# Video: Customer satisfaction, brand defense, accountability

Watch on YouTube: https://www.youtube.com/watch?v=DJ6fFnT5ctI&t=4s

Feedback on steroids

Notifications & alerts save time, boost staff responsiveness and can head off serious issues – all while improving service and measuring customer satisfaction.

1. **Branded Five-button feedback station**: Provides detailed alerts to staff from washrooms on like 'soap out,' 'water on floor,' 'no hand towels,' 'toilet clogged,' and 'Good job' to log satisfaction.

2. **QuikServ one-button service requests:** Set cleaning, stocking or security tasks in motion with the touch of a button alerting responsible staff of the need to respond.

3. **Simple EverSmart Washroom feedback station** – Clean solution with five-button feedback in restrooms with magnetic 'check in' fobs to record staff response time.
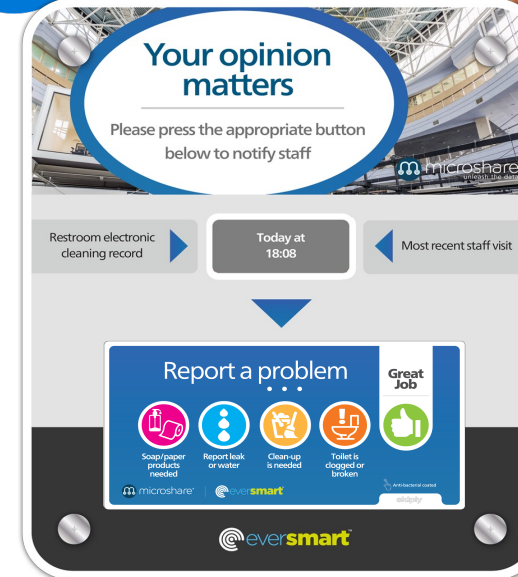
Putting customers first
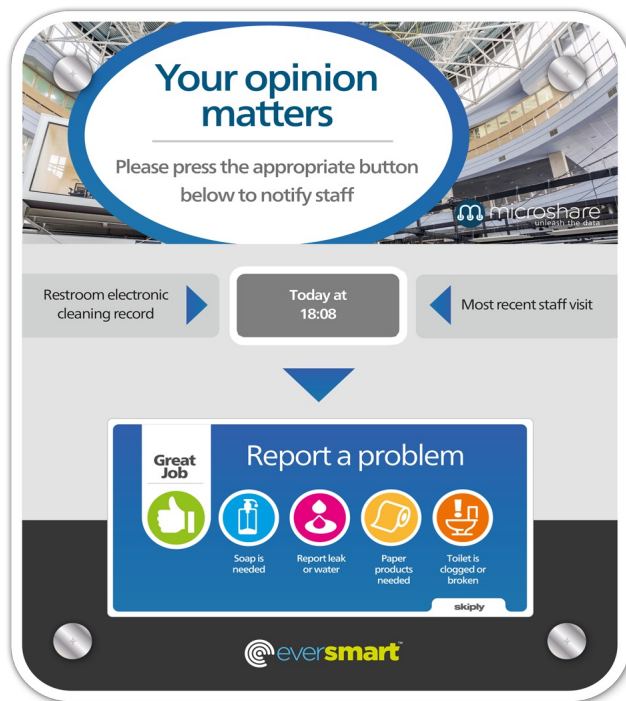
- By crowd-sourcing preventative maintenance, EverSmart Washroom underscores Starbuck's priority on responsive customer relations.
- All data networked and cyber protected via LoRaWAN or MachineQ gateways, quarantining your data from sensitive corporate IT networks brand IP

Typically, wall-mounted feedback sensor will be installed *inside* restrooms

Staff response times: The React-M app

Microshare's React-M app brings accountability and improves service by delivering alerts to the staff and contractors responsible for responding.

The data produced by EverSmart Washroom sensors drive behavioral change in the organization and provide an audit trail of staff performance and reported issues.

This digital change management tool in the hands of store managers helps enforce brand standards and provide a crowd-sourced preventative data stream on leaks, clogs and other issues that can become major liabilities or cause floods, lawsuits or health code violations.
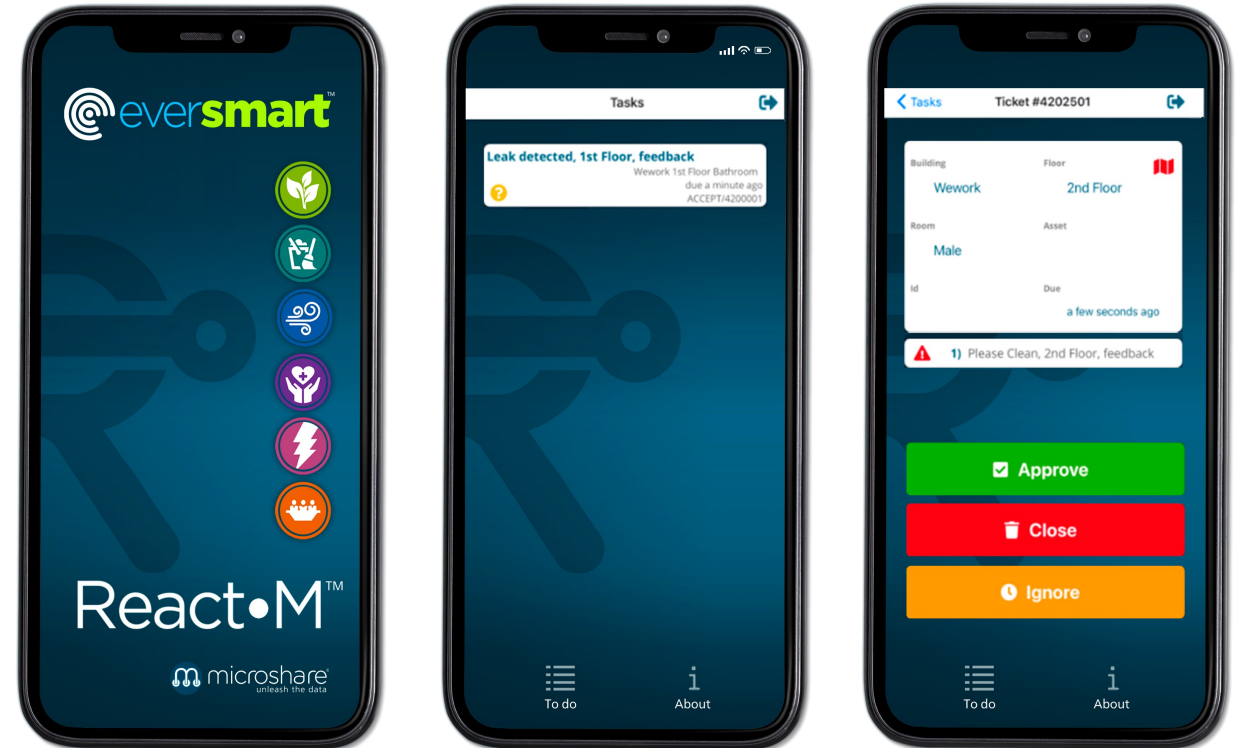
Microshare's React-M smart phone app provides alerts and SMS notifications to staff for critical events which occur in EverSmart suite of solutions.

Proven performance and ROI

EverSmart Washroom's simple feedback and workflow system ensures that problems get solved before they become crises.

- *Is there water on the floor*? This is not only off-putting, but also a potential liability should someone slip and injure themselves.

- *Is there a leak*? Catching a plumbing issue early can mean the difference between a simple fix and closing for repairs.

- *Is the toilet clogged*? Imagine the impact this scenario has on your brand.

STAKEHOLDERS

- Product suppliers
- Cleaning service providers
- Building managers
- Washroom Users

RETURN ON INVESTMENT

- Soap Paper Bins
- Staff Service levels Reporting
- Clean Well stocked facilities
- Positive user experience

Benefits

- Accountable workflow with real-time 'check in' reporting
- On-demand anonymous feedback
- Preventative data insights
- Improved customer satisfaction

'Eighty six percent of people surveyed say dirty or poorly serviced restrooms would discourage them from visiting a café or restaurant.'

❑ Harris poll, December 2021

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EverSmart Washroom: Proven across sectors and industries

EverSmart Washroom: The data story

Data to bolster staff performance, customer experience and brand defense

EverSmart Washroom delivers actionable insights from feedback and traffic monitoring to improve customer experiences and support/enhance a positive brand image.

- Feedback data provides detail about the type and level of issues experienced by guests

- Actionable steps to mitigate specific recurring problems through root cause analysis

- Customer Satisfaction equals the ratio of 'Great Jobs' v Total Service Requests

- Consistent metrics to support site-to-site and region-to-region comparative statistics and benchmarking

- Traffic monitoring provides restroom usage metrics and enables the setting of thresholds for washroom refresh frequency.

# Portfolio level data insights on traffic, problems and response
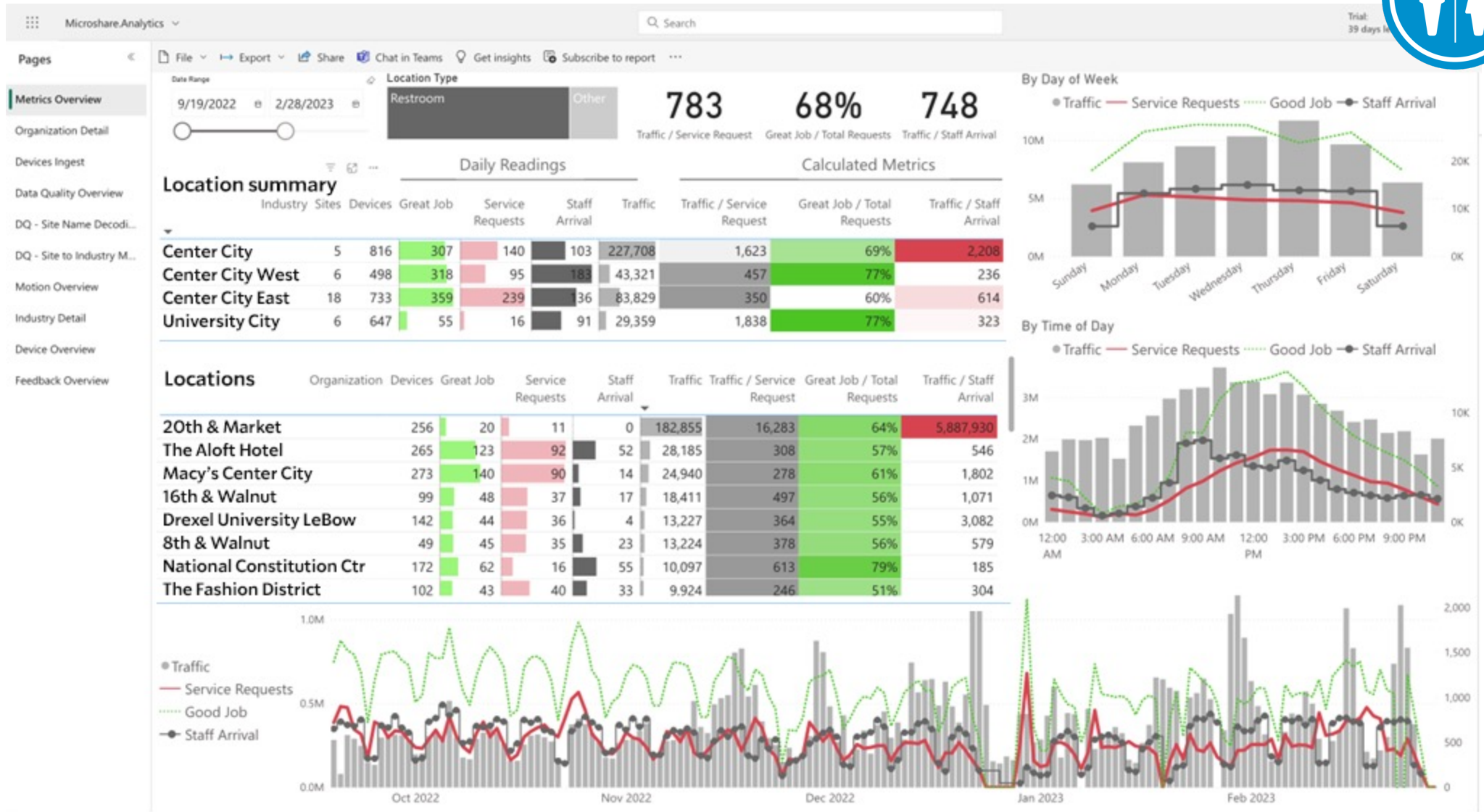
New metrics: Data insights that establish performance standards

Room	Great job	Staff arrival	Service Requests	Traffic	Good Job/Total Service Requests	Traffic / Staff Arrival
M-5-5037-AGRR	84	81	18	15630	82%	193.0
M-1-1309-AGRR	208	196	106	15428	66%	78.7
M-2-2010-AGRR	96	162	58	10811	62%	66.7
M-2-2262-AGRR	154	69	45	10111	77%	146.5
M-G-G008-MRR	47	55	14	8634	77%	157.0
M-1-1307-AGRR	154	185	119	8034	56%	43.4
M-G-G006-WRR	138	113	17	6698	89%	59.3
M-3-3003-AGRR	11	57	26	6387	30%	112.1
M-4-4174-AGRR	56	81	33	6280	63%	77.5
M-1-1003-WRR	112	37	31	5707	78%	154.2
M-2-2012-AGRR	82	80	85	5254	49%	65.7
M-6-6044-AGRR	12	44	12	4836	50%	109.9
M-2-2264-AGRR	106	119	21	4691	83%	39.4
M-1-1005-MRR	97	88	23	3338	81%	37.9
M-4-4072-AGRR	68	54	5	8717	93%	161.4
M-4-4070-AGRR	109	23	3	6298	97%	273.8
M-7-7039-AGRR	5	19	11	3230	31%	170.0
M-8-8044-AGRR	7	15	8	2842	47%	189.5

Microshare's EverSmart suite
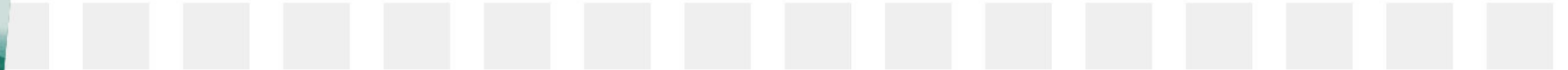
EverSmart Washroom is part of our EverSmart suite of solutions
Business solutions for the real world

eversmart™

EverSmart Space

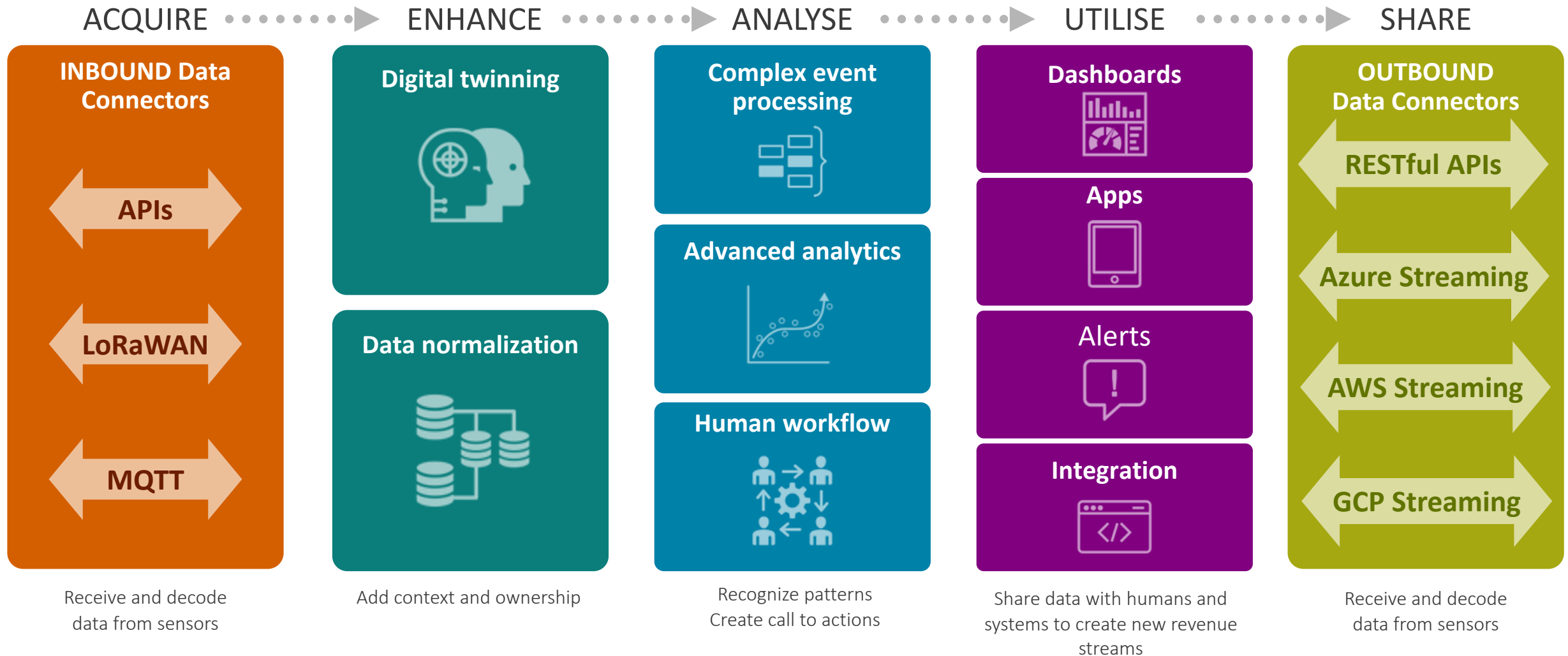EverSmart Clean

EverSmart Air

EverSmart Washroom

EverSmart Alert

- Advanced telematics
- Alerts and scoring
- Cost savings and efficiencies
- Actionable insights
- Recommendations and benchmarks

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digitizing the real world

The Microshare Platform: From sensor-to-insight-to-action

ACQUIRE ➤ ENHANCE ➤ ANALYSE ➤ UTILISE ➤ SHARE

INBOUND Data Connectors

APIs

LoRaWAN

MQTT

Digital twinning

Data normalization

Complex event processing

Advanced analytics

Human workflow

Dashboards

Apps

Alerts

Integration

OUTBOUND Data Connectors

RESTful APIs

Azure Streaming

AWS Streaming

GCP Streaming

Receive and decode data from sensors

Add context and ownership

Recognize patterns
Create call to actions

Share data with humans and systems to create new revenue streams

Receive and decode data from sensors

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eversmart

EverSmart solutions cover a range of challenges in the 'Built World:'

- Smart Building upgrades and retrofits
- Occupancy and usage data
- Data-driven cleaning and energy use
- Risk mitigation and insurance compliance
- Customer feedback and satisfaction
- Leak, temperature, smoke and other alerts
- Indoor air, temperature & humidity
- ESG/sustainability data
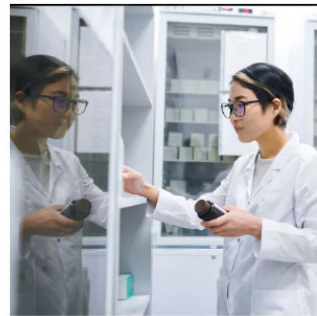- Predictive maintenance
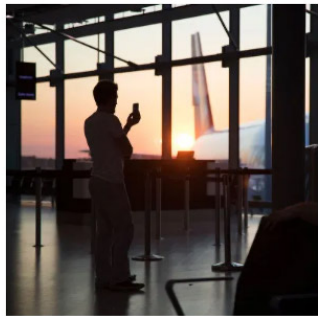
Airports
Learn more about EverSmart in Airports
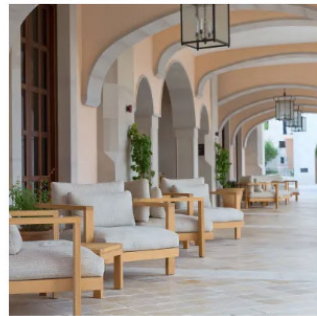
Hotels
Learn more about EverSmart in Hotels

Hospitals
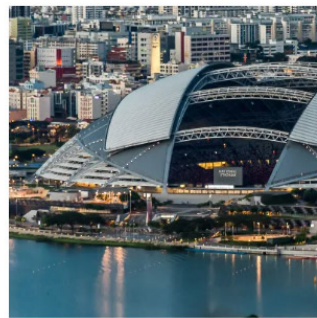Learn more about EverSmart in Hospitals

Retail
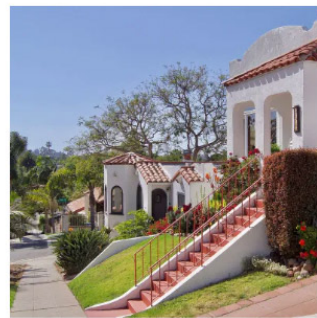Learn more about EverSmart in Retail

Multi-Family
Learn more about EverSmart in multi-family

Stadiums
Learn more about EverSmart in Stadiums

REIT
Learn more about EverSmart in Real Estate

EverSmart deployments

- While any building or industry can benefit from data technology, here at Microshare we focus our flagship EverSmart suite on the sectors and industries shown at the left.

- Download a PDF to view detail on each segment.

Philadelphia

London

Geneva

Boston

Contact us for more information at
sales@microshare.io or learn
more at www.microshare.io