

The Santa Clara Marriott Hotel Gains Customer Service Edge with Cintas

Located in the heart of Silicon Valley, the Santa Clara Marriott Hotel prides itself on delivering consistent, dependable and genuinely caring experiences to guests. Like all properties in Marriott International's extensive portfolio, the 759-room luxury hotel operates under five core values: "put people first, pursue excellence, embrace change, act with integrity and serve the world."



Opportunity:

For Nany Fullmore, Resident Manager at the Santa Clara Marriott, continually seeking out facility services products and programs that positively impact the lives of employees and guests, as well as the hotel's bottom line is a huge priority.

Solution:

To uphold Marriott's rigorous customer service guidelines and reputation for excellence, Fullmore approached Cintas Corporation—the hotel's trusted uniform provider and a long-time partner of Marriott International—about extending their partnership beyond uniform services.

"Prior to Cintas, we used multiple vendors for services like fire protection, document shredding and tile and carpet cleaning," said Fullmore. "However, we recognized that by having just one point-of-contact, we could dramatically increase operational efficiency, compliance and peace of mind."

Following Cintas' introduction of unprecedented, state-of-the-art tile and carpet cleaning technology, Fullmore tasked Cintas with complementing the hotel's regular daily cleaning routine by providing commercial strength deep cleaning of more than 200 guest rooms in the hotel's

south tower—a task Cintas completed within three days. Impressed by the service, Fullmore hired Cintas again—this time to deep clean all carpet and tile throughout the entire property—after Avendra named Cintas an approved vendor of tile and carpet cleaning services.

"Cintas' service vastly exceeded our expectations," said Fullmore. "Our ownership and senior leadership groups were impressed with the cleanliness and brightness of the carpeting—so much so that, although we're up for renovation, they expect to delay carpet replacement one more year."

"A huge component of Marriott's storied success is going the extra mile to do what is right for the hotel and our customers," said Nany Fullmore, Resident Manager at the Santa Clara Marriott. "Although it's easy to identify programs that improve operational efficiency, it's more important to find programs that do this while also making life better for our staff and guests."

Inspired by the quality of work performed, Fullmore decided to switch to Cintas for fire protection, document shredding and an air conditioning (A/C) coil cleaning service called ChemTron Coil Cleaning by Cintas—all Avendra-approved services.

“Within a three-week period, Cintas experts dismantled, cleaned and re-installed every PTAC unit in the hotel—771 units,” said Fullmore. “We were thrilled with the speed and quality of the workmanship, as well as the program’s minimal business disruption.”

Results

“At the end of the day, the biggest issue we face is how to provide outstanding customer service 24/7,” said Fullmore. “To achieve that, we needed a partner who understands our business and has the resources and expertise to deliver innovative, quality services that make an impact.”

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Fullmore’s decision to downsize the hotel’s vendor list and partner with Cintas saved the Santa Clara Marriott Hotel considerable time and energy through increased efficiency. No longer tasked with managing multiple vendors, Fullmore and her colleagues could focus more time on enhancing the guest experience.



TRUST THE TEAM WITH THE WHITE TRUCK

Fullmore also cites the following benefits of working with Cintas:

- **One point-of-contact** – In the event of an emergency, such as a fire alarm going off in the middle of the night, Fullmore’s staff know immediately who to call to resolve the issue.
- **Competitive pricing** – Cintas’ quality services are reasonably priced and its commitment to excellence is consistent with the hotel’s guidelines and expectations.



- **Minimal business disruption** – The quality and speed at which Cintas employees perform large projects, such as tile, carpet and PTAC cleaning, is ideal for the high-traffic hotel located just minutes from the Santa Clara Convention Center and the San Jose International Airport.
- **Increased compliance** – As a Fortune 500 company and household name in the hospitality industry, Cintas has the resources to ensure that its services utilize the most up-to-date, innovative technologies. This includes secure document management services that utilize GPS tracking and camera surveillance to protect its customers’ confidential information.
- **Commitment to excellence** – Cintas is always updating its products and services to benefit people, companies and the environment. One example is ChemTron Coil Cleaning by Cintas, which is certified by the Green Clean Institute as a “Green Process.” The service gives the Santa Clara Marriott Hotel a way to decrease energy consumption while improving guest and employee comfort.