



With Tork EasyCube™ we stay ahead of problems. Before we had to check every dispenser, now we can see exactly what is needed, and we're getting fewer complaints, which saves us a lot of time.



Tork EasyCube™ gives employees real-time actionable information for cleaning and refill needs.

Apenheul Primate Park in the Netherlands has implemented the digital cleaning solution Tork EasyCube™ and has managed to improve cleaning quality and drop complaints significantly in just one season.

“Think about when you go to a restaurant. If the washrooms are a mess you don’t want to see the kitchen. The same goes for parks: dirty washrooms affect the visitors’ overall experience”

Erwin Cheizoo, Operations Manager at Apenheul.

Using the digital cleaning solution Tork EasyCube™, Apenheul Primate Park has managed to lift cleaning quality and drop complaints significantly in just one season. But the solution is also causing a more long-term shift of mindset among Apenheul staff.

Apenheul Primate Park in the Netherlands attracts plenty of visitors, coming to discover the park’s 37 species of apes and monkeys, many of which roam freely. 70 employees work year round to keep the park running, as well as 250 seasonal workers. The season of 2015 was exceptionally busy at Apenheul, which was good for business but unfortunately led to many complaints about cleaning and washrooms.

So he decided to do something about it. This year, Cheizoo has implemented Tork EasyCube – a digital cleaning management solution. By connecting devices in the park washrooms, Tork EasyCube gives employees mobile access to information on cleaning and refill needs, available in real-time.

Instant efficiency gains

Armed with the data from Tork EasyCube, Cheizoo and his staff could see that more people were visiting the washrooms than they thought. They adjusted cleaning straight away, allocating more staff where and when they were needed most. The data shows the impact clearly. When comparing the first and the last week of this year’s peak season, the time with empty dispensers has decreased by over 60 percent.

Feeling better at work

Using Tork EasyCube has also had a tangible effect on working life at Apenheul. Having the right resources means the person cleaning can take the time needed to do the job well.

A new cleaning approach

Operations Manager Erwin Cheizoo and his teams have become more involved in the cleaning, and are shifting from static schedules to need-based cleaning. Their ambition has always been to take the perspective of the customer in everything they do. Thanks to Tork EasyCube, that is now true for the washrooms as well.

“I was surprised that Tork EasyCube could change the way we think. Now that we are used to the system we can keep one step ahead. If you love your customers you have to try this system – it will make you think like them.”



For further information on Tork products please visit tork.co.uk or tork.ie

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