

provider, "Our reputation for premium coffee & food in a unique atmosphere with great customer service means that our washrooms are very important " but so too is a cost effective service. In our experience this was not always the case and hence the reason behind choosing Citron Hygiene?".

Chris Titley, Operations Director at Citron Hygiene, explains how important proper planning is when dealing with a large organisation like Caffè Nero. "We already had in place the national capability and the infrastructure to manage this premium account, and many others like it. For Caffè Nero we had to initially install over 1,000 products nationally and then support this with a best-in-class service schedule of over 1,000 exchanges every week. This demonstrates the importance of expert planning and mobilisation and confirms why Caffè Nero chose us."

Price, Service & Quality

Caffè Nero highlighted the need for competitive prices and strong account management to ensure they remain leaders on the high street. However, they didn't want service and quality to suffer as a consequence. With Citron Hygiene as their partner they could be sure of exceptional customer service supported by best-in-class quality.