

## Case Study

# How Global Building Services is Transforming its Commercial Cleaning Offering with Robots

## EXECUTIVE SUMMARY

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Since its inception in 1986, Global Building Services has been committed to being at the forefront of technology and providing innovative solutions to its customers. GBS recognizes its employees as the core of its operations, and their well-being and safety are the company's top priorities. This commitment was emphasized during the COVID-19 pandemic, where GBS was able to further utilize its robotic solutions from Brain Corp to augment its labor force and enhance cleaning efficiency and effectiveness.

## INTRODUCTION

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Global Building Services (GBS) is a minority-owned company that has been in operation since 1986. The company primarily focuses on providing commercial janitorial services to retail clients. GBS places a strong emphasis on technological advancements and aims to offer innovative solutions that add value to its customers' businesses. The company's vision is to be at the forefront of technology and provide solutions that align with their clients' financial objectives and brand image.

**"We consider ourselves to be pioneers of innovation in the janitorial industry through our successful adoption of autonomous robots that enhance the lives of our employees, partners, and community."**

- Jess Settem, President Global Building Services, Inc

## CHANGES IN THE CLEANING INDUSTRY

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For years, the cleaning industry has faced challenges in delivering consistent, high-quality results while managing financial constraints. Prior to COVID-19, most businesses that partnered with janitorial providers measured success by the perception of cleanliness in their buildings rather than actual levels of cleanliness informed by data analytics.

The outbreak of COVID-19 intensified the need for the change in mindset in the cleaning industry by highlighting the importance of proof of clean to ensure the safety and well-being of customers, employees, and communities. However, this realization came at a time when labor challenges hit all time highs, creating an inability for some companies to meet the increased needs of their customers.

## DISCOVERING ROBOTICS AS A SOLUTION

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Global Building Services has always believed in providing high-quality cleaning performance for its customers. As an expert in the industry, they recognized over the last 10 - 20 years there was going to be a labor change throughout the country, which led GBS to start exploring innovative solutions, including robotics, almost 15 years ago.

**"Global Building Services is known for exceptional quality of service that we deliver each day to our partners. Robotic solutions introduced a way to exceed expectations by improving efficiencies and empowering our team members."**

*- Jess Settem, President Global Building Services, Inc*

When it discovered Brain Corp's technology, the potential of the solution became evident. Their AI platform, BrainOS, which empowers robots to automate tasks like floor cleaning, demonstrated exceptional safety features and the ability to navigate dynamic environments, making it an ideal fit for GBS and their customers.

## ADOPTION OF ROBOTS & EMPLOYEE ENGAGEMENT

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GBS knew that employee adoption of the new technology was crucial to its successful integration. To ensure smooth adoption, the company engaged in open and transparent conversations with employees, addressing concerns about job security and unfamiliarity with robotics.

Employees were encouraged to name the robots, fostering a sense of ownership and camaraderie with the technology. This approach created a positive work culture and encouraged cooperation between employees and the robots, resulting in increased productivity and improved employee well-being.

Two key things that the GBS management and team realized quickly that helped with buy-in was:

- **Increased safety for employees** - Prior to using robots, a worker had to push around a floor cleaner for multiple hours a day. This repetitive manual work would lead to workplace injuries. With robots though, the number of injury claims were reduced.
- **Increased job satisfaction & productivity** - Repetitive and difficult manual labor tired employees, which wore on employees and lowered their output as the week went on. With robots though, employees were not worn down from their day-to-day responsibilities anymore, and this improved both their productivity and job satisfaction

**"A week after deployment, we asked our team how the robot impacted their daily work. Not only was the store cleaner, but our employees felt a sense of pride in being a robot operator."**

*- Jess Settem, President Global Building Services, Inc*

## **IMPROVED EXPERIENCE FOR GBS'S CUSTOMERS**

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The implementation of floor cleaning robots has significantly enhanced GBS's ability to deliver an exceptional customer experience in various ways. Firstly, these robots ensure a consistently high standard of cleaning, leaving facilities noticeably cleaner and more inviting. This level of cleanliness positively impacts both employees and customers, establishing a strong and favorable brand image right from the entrance.

A compelling example of the robots' effectiveness was demonstrated at a customer's store in 4S Ranch, San Diego. GBS presented a side-by-side comparison of two areas: one cleaned daily by the robotic scrubber and the other cleaned manually by a human. The result was striking – the section cleaned by the robot exhibited a dramatically cleaner and brighter white appearance that was clearly evident to everyone.

**"We compared floor space that had been cleaned daily by the robot against floor space being cleaned with a manual machine. We saw five shades of gray in difference between the two, demonstrating the high level of improvement autonomous solutions could bring to our processes."**

*- Jess Settem, President Global Building Services, Inc*

Secondly, the robots play a vital role in sharing detailed operational insights, offering valuable data about their cleaning activities. GBS can access information on the duration of each cleaning session, the specific areas cleaned, and other relevant metrics. This abundance of data provides concrete proof of performance, enabling GBS to showcase their thorough and efficient work to their customers.

By adopting this transparent approach, GBS establishes a strong foundation of reliability and accountability. Customers can witness the meticulousness of the cleaning process and gain a clear understanding of the effort put into maintaining their facilities. This level of transparency not only builds trust and confidence among customers but also instills peace of mind that their spaces are being cared for by a professional and dedicated team.

Moreover, the operational insights gathered from the robots allow GBS to identify any potential areas of improvement in their cleaning processes. With access to real-time data, they can analyze cleaning patterns, address specific challenges, and fine-tune their services to deliver even better results. This commitment to continuous improvement further enhances GBS's reputation as a forward-thinking and customer-centric service provider.

As a result, the combination of cutting-edge robotic technology, data-driven insights, and a transparent approach positions GBS as a reliable and innovative partner in facility maintenance. Their customers can rest assured that they are receiving top-notch cleaning solutions, backed by tangible evidence of exceptional performance.

This not only strengthens existing customer relationships but also attracts new clients who value efficiency, reliability, and the utmost attention to detail in their facility management solutions.

## CONCLUSION

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Global Building Services' adoption of robotic solutions from Brain Corp has established the company as a leader and innovator in the commercial cleaning industry. The company's commitment to employee well-being, its transparent approach to technology adoption, and its ability to deliver superior cleaning results have positioned it as the go-to choice for customers seeking the most advanced and efficient cleaning solutions. By embracing robotics, GBS has not only improved the cleanliness of its customers' facilities but also elevated the overall experience of its employees and customers alike.

**"It's our job as janitors to keep people safe with the work that we do on a daily basis. With the help of robotic solutions we are confident that we can continue to deliver a higher level of clean that brings peace of mind to our partners and the communities we serve."**

*- Jess Settem, President Global Building Services, Inc*



**400 Million**  
Square feet cleaned by GBS  
using robots

