Touchless Smart Products

Smart Restroom Innovations for Your Customers

ZURN®

Introduction

In this white paper, we will present two types of upgrades – Touchless Sensor and Touchless Smart – commercial businesses can make to their restroom to help build user confidence and their reputation without adding to employee workload or affecting morale.

Touchless and smart technologies are no longer optional.

Consider your favorite department store or coffee chain. The glowing emblem commands your attention as you're on your way to something… something that's clearly not that important. Before you know it, your car is parked and you're striding through the automatic double doors to pick up those high efficiency light bulbs you needed a week ago and fulfill your deja brew penchant—mocha, extra foam, extra ah-mazing.

And wouldn't you know, it's perfect timing. You could use a bathroom break. You bypass the café and treasure-trove aisles, heading straight for the stick figure sign. You enter—one stall down, paper wads overflowing the trash can, and water pooling across the sink. The illuminated store is losing its luster quickly.

Reputations can take a nosedive with a single negative restroom experience. Even though so much is out of your control (that is unless you're connected), customers view a chaotic, unkempt, unsanitary restroom as a reflection of the business. Just recently, the concern was customers may think you don't care about their full journey.

Today, it's non-negotiable. Customers equate cleanliness to public safety. It's no longer a viewpoint; it's a turning point. What would the survey yield right now? According to a Deloitte survey, cleanliness mattered more than social distancing or computer screening upon entry into a business. Basically, it's judging a brick-and-mortar by its cover.

So, the customers have spoken. And their voice is louder than ever. But what should be done? How does your staff keep up with unforeseen plumbing issues, vandalism, messy situations, etc., while juggling all their other tasks? After all, even the most diligent cleaning and maintenance professionals cannot guess or keep up with real-time occurrences from performance issues or customer interactions.

> **!** *Not long ago a Harris Interactive survey confirmed that 94% of adults surveyed would avoid a business in the future if they encountered a dirty restroom.*

Touchless Sensor

Touchless solutions, such as sensor flush valves and faucets, address both how the restroom appears and how it makes customers feel through their hands-free operation. By activating without the physical press of a button or lift of a lever, these fixtures cut down on the mess caused from splashing, fingerprint smudges, and dirt and grime. At the same time, users appreciate having soap and water as their first point of contact, instead of shared fixtures.

Section 1

Here's what to look for to optimize performance and ROI.

Touchless Sensor Flush Valves

- Clog-resistant diaphragms to reduce maintenance
- Advanced sensor with forward and downward movement to deliver a well-timed flush
- IP65 rated construction that meets industry standards
- Chemical-resistant components that withstand harsh environments (which typically last 8-10 times longer than rubber parts)
- Low-flow options to save water and work towards LEED points
- ADA compliance to accommodate all users
- No solenoid for less wear and tear

Touchless Sensor Faucets

- Coordinating sensor soap dispenser to create a seamless look and experience
- Precise sensor activation for no-delay, no-touch handwashing
- Soft close operation to ensure an effortless, quiet flow
- Lead-free compliance to assure user safety
- WaterSense® low-flow rates to reduce waste and costs while distributing water evenly
- No solenoid for less wear and tear

Touchless Sensor Retrofit Kits for Flush Valves and Faucets

- Universal compatibility to allow you to upgrade any manufacturer
- Simple installation to save costs over a full replacement

Did You Know?

**The spending power
of happy customers is**

190%
HIGHER

than their unhappy counterparts

JD Power and Associates, 2015 North America Airport Satisfaction Survey

Touchless Smart

If you're looking to take sanitation to the next level, consider touchless smart solutions. These smart products and devices use IoT-enabled data to give you the full picture and complete control. Not only will you stay on top of your cleaning and maintenance tasks, you'll find ways to reduce costs further and improve operational efficiency.

While these upgrades may require a larger upfront price tag, you'll realize far greater ROI from happy customers and gained staff productivity. Here are the intelligent offerings to improve the user experience and your teams'.

Smart Sensor Flush Valve and Faucets

Clogged toilet? Leaky faucet? Vandalism? Don't let unforeseeable issues transform into major problems that aren't handled fast enough for the users rotating through the restroom door. Smart products use sensors to detect any defects or irregular situations and alert staff remotely in real time via text or email. That way, it can be fixed – right away. Staff can also dive deeper into data to reduce water use and unnecessary costs.

Handwashing Scorecard

Promote best handwashing best practices and identify when you need to sanitize. A handwashing scorecard tracks flush/wash ratio, frequency and duration to encourage longer wash times and educate your staff behind the scenes.

Feedback Mechanism

Complement better performance with an interactive feedback system. That way, voice of customer reinforces your decisions making. An interactive feedback system additionally helps your team know when a toilet, urinal or handwashing station is not working like it should. Any negative feedback alerts your assigned crew for faster resolution and happier customers.

Section 2

Odor Prevention

For many, we see with our nose, before the rest of the senses even kick in. Air quality seeps into our subconscious to stink up our experience. Ammonia, odor, bacteria and viruses can be better eliminated during toilet cleaning with the use of green sanitizers and deodorizers. The application of infused anti-stain material or self-cleaning protective coatings on tiles, basins, urinals and water closets can provide a layer of coating to prevent moisture, dirt, grime and oil. Surfaces protected by this coating facilitate cleaning efforts and eliminate the problem of tough stains and graffiti. Some coatings also have an antibacterial feature and it can eliminate bacteria which come into contact with the coated tiles.
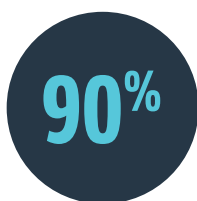
Smart Restrooms Connect to Your Revenue

Positive interactions impact lasting impressions as much as monetary decisions. If your customer is happy, they are spending more time in your store or café and at checkout.

Smarter Boosts Satisfaction

- Email, text and or push notifications allow you to act in real time
- Maintenance calendar optimizes your resources' time and offers visibility for workweek
- Alert permissions help you divide and conquer as a team
- Insights reveal trends and analytics for strategic decision making
- Performance monitoring, such as low soap, vandalism or clogs, fosters a cleaner, safer environment
- Machine learning uses patterns to detect events that sensors cannot for even more uptime
- Sensors keep hands off fixtures and traffic flowing for a touchless, socially distanced experience
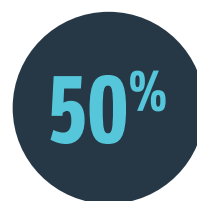- Happy customers spend more money, spread the word, and return to your business

According to Harris Interactive ...

90% Over 90% of workers say clean restrooms reflect their employer prioritizing their wellbeing.

29% 29% of customers say they would never return to a restaurant with unsanitary restrooms.

50% 50% of those who visit restaurants said they would tell their friends and family about their negative experience.

Let's Talk More About Data

Are you applying metrics to minimize and optimize? When you combine sensor activation with smart capabilities, you can dive deeper into performance trends, assess user patterns and cut back on water, manual tasks and costs.

Instant Alerts And Action

If a customer leaves negative feedback or a plumbing fixture needs attention, mobile alerts allow for instant action. This can make a difference in the amount of customers affected before resolution and the mounting size of the problem as time goes by.

Valuable Insights

Real-time data uncovers trends and analytics around usage patterns, peak hours, water consumption, and preventative maintenance. Dashboard-style portals show what's up in a digestible format with 24/7 access from any location via phone, tablet or computer.

Team Productivity

Facility managers will be able to harness this information to dramatically increase customer satisfaction and solve operational issues. Beyond the data, customizable permissions and parameters help teams divide and conquer effectively based on roles, schedules, and setup.

Cost Savings

The expected cost savings from smart restroom technology is significant. Instead of manually checking every fixture or relying on a set replacement schedule, staff can allocate their time and budget to what's really needed. You'll also save from less frequent equipment failures and extended equipment life, thanks to performance metrics, part replacement notifications, and more.

Clean Environment

From knowing when to replace the toilet paper to fixing a leak, data keeps management on top of what needs to be done, instead of guessing or getting there too late. Your staff will also get to a place of predictive maintenance, thanks to the learned trends and patterns over time.

Section 3

What's Next?

You can expect your restroom to keep learning your environment along with you. Machine learning detects and analyzes key performance indicators within your restroom, so it's smart beyond just the products. Built-in technologies work together to assimilate the environment and adapt to patterns and findings.

Even better? Some connected products will incorporate this capability without requiring another upgrade. When you do decide to connect, make sure to ask about your solutions' scalability.

Monitor Virtually
Machine learning monitors use patterns to detect events that sensors cannot

Detect Vandalism
Responsive monitoring alerts when someone is tampering with the sensor

Discover Outliers
Usage patterns indicate lack of activity outside the established norm

Notice Overused Devices
Usage tracking idenitifies performance issues with nearby fixturess

Get Real-Time Alerts
Email, text and or push notifications deploy to staff instantly

Section 4

Ready to upgrade?

Zurn offers a wide range of touchless sensor and smart solutions to boost sanitation and satisfaction within your restroom. You can find them on the Zurn.com website or contact one of our knowledgeable product experts.

Zurn.com/touchless-solutions

Zurn.com/plumbSMART