

Stay ahead of washroom cleaning needs

Real-time data makes maintenance easy and efficient

85%

of facility managers reported pressure on workflow management and the time it takes to complete work.¹

Facility managers are masters at doing more with less – maximising efficiency with limited resources.

But with expectations always increasing, there has to be a smarter way to meet cleaning and hygiene standards. Shrinking budgets and staff shortages mean problems can't simply be fixed with more resources.

However, technology can help make the best use of limited resources and achieve the expected cleaning results. A washroom revolution is underway and it's unlocking efficiencies and savings that traditional systems just can't compete with.

Smart-sensor technology and real-time data empower facility managers with the insight they need to prevent problems rather than simply solve them, and help them to prioritise cleaning tasks. Optimising operations doesn't only save time, money and reduce waste – it also ensures that washrooms are kept consistently clean.

It's not swapping guesswork for gadgets – it's finding real solutions for real problems.

Key industry trends impacting facility management

The cleaning and facility service industry is changing rapidly as businesses battle to save money wherever they can while simultaneously looking to raise standards and improve sustainability. They want cleaning done quicker, cheaper and better.

62%

of these survey respondents anticipated planned cost increases from vendors.¹

Along with longstanding challenges of optimising resources and the expectation of constant improvements from management and customers, the key challenges and trends affecting facility managers as well as service providers of all sizes in 2025 are:²

- **Cybersecurity**
- **Talent shortages**
- **Sustainability**
- **Predictive maintenance**
- **Predictive analysis and data integration**
- **Smart buildings**
- **Managing hybrid working**

This means that facility managers and service providers are now expected to perform additional cleaning and administrative tasks – with the same or fewer resources.

¹ Ecotrak State of Facilities Management: 2025 Outlook and Strategic Insights

² Source: Nextbitt, Facilities Management in 2025: Challenges and Trends

The hidden cornerstone of user experience

Everyone appreciates the importance of clean and well-stocked washrooms, but they are often overlooked as an area where significant time savings can be realised – savings that can boost a company's bottom line.

70%

of cleaners say they spend a fifth of their time checking dispensers³

45%

of complaints in office buildings come from washrooms³

Washrooms are also a key indicator of how much a company cares about its staff and users – a well-maintained washroom reflects an organisation's commitment to employee and customer wellbeing.⁴

Currently, 67% of employees say they are more likely to complain about a washroom than any other aspect of the office.³ Employee wellbeing is a key factor, making digital solutions not just an operational upgrade but also a workforce investment.^{5/6}

When technology is put in the hands of cleaners and managers, they can make informed decisions, accurately plan and avoid run-outs. It's about managing systems so problems don't occur and ensuring when issues do arise, they're addressed before they escalate into complaints.

The digital transformation and the efficiencies that have been unlocked in other industries provide a blueprint for how washrooms can be run better.



In washrooms, technology is often still an untapped resource.⁷ In 2024, the smart washroom market was estimated to be valued at \$9.5 billion. By 2034, it is expected to reach \$34.6 billion, with an annual growth rate of 13.7%.⁸

³ June 2022 – qualitative and quantitative office segment research with 600+ respondents in North America and Europe

⁴ Average across 2017 to 2021; 185 respondents; building service contractors/commercial cleaning providers

^{5/6} McKinsey Report: Using digital tech to support employees' mental health and resilience

⁷ Source: North America Smart Commercial Product Market Size, Share & Trends Analysis Report 2023–2030

⁸ Source: report by Future Market Insights called Smart Bathroom Market Insights – Growth & Forecast 2024–2034

Harnessing the power of data for smarter cleaning

Real-time data is revolutionising the approach to maintaining consistent hygiene standards and more efficient cleaning.

Data-driven insights allow facility teams to optimise cleaning schedules, reduce waste and improve response times – revealing a new logic for cleaning that not only meets the increasing demands of clients and customers but also exceeds them. It makes delivering optimal service the norm, not simply a goal.

While the core of data-driven cleaning lies in delivering improved, actionable insights and connectivity, its true value is in what it enables users to achieve. It empowers managers to better manage cleaning resources and tasks. It also helps cleaners save time and work more efficiently.



Why data-driven cleaning gives you the competitive edge

The benefits of data-driven cleaning can be felt across the wider business as it allows facility managers to create an easier, more worker-friendly route to efficiency.

No matter how big or small a facility is, knowledge is king when it comes to running it smoothly, within budget and given resources. Schedules are replaced by priorities. Problems are managed before they arise, and unnecessary checks are eliminated. Employees feel less stressed and managers more in control.



Here's how data-driven cleaning solutions help facility managers



Proactive maintenance:

Switching from fixed schedules to real-time, needs-based cleaning prevents inefficiencies.



Improved workforce management:

Reduces stress by helping cleaners prioritise tasks effectively.



Cost savings:

By maximising resource usage, businesses can stretch their budgets further, optimising operational costs.



Sustainability gains:

Eliminates unnecessary waste through targeted cleaning.¹⁰



Better reputation:

With fewer complaints and more satisfied users, businesses enjoy an enhanced reputation, translating into tenant and customer loyalty.

The role of data in optimising washroom management

In the era of digital transformation, staying ahead means adopting innovative solutions that enhance efficiency, hygiene and user experience. Real-time data and automation are no longer optional – they are essential for future-proofing washroom management.

Nothing should hold us back

At an advanced and efficient manufacturing unit, streamlining processes is part of the DNA, as is using technology to do things better and faster. Employees don't have time to wait and the company can't risk them getting annoyed with washrooms that don't work like they should.

The organisation should not only invest in the production line but also other areas of the facility such as break rooms and washrooms. Data-driven solutions can be used in these other areas to allow cleaning staff to work more efficiently. Making an investment here will lead to more satisfied staff as well as an operation that runs more smoothly.



Improved guest experience

At major facilities – airports, amusement centres, holiday resorts and shopping centres – too much time is spent on tasks that don't improve the washroom experience. To be competitive, these facilities need to ensure that guests never have any complaints and always feel taken care of. While they may consider hiring more staff to clean more often and eliminate problems at peak times, this is an expensive and inefficient solution. It takes time to train staff and track peak periods. Especially in facilities where traffic patterns constantly shift.

Tork technology fast-tracks that process, helping businesses to understand service needs better, sooner – meaning that they can plan ahead and become less reactive. Customer satisfaction scores can improve as a result – and complaints drop.



Manage cost when it's really busy

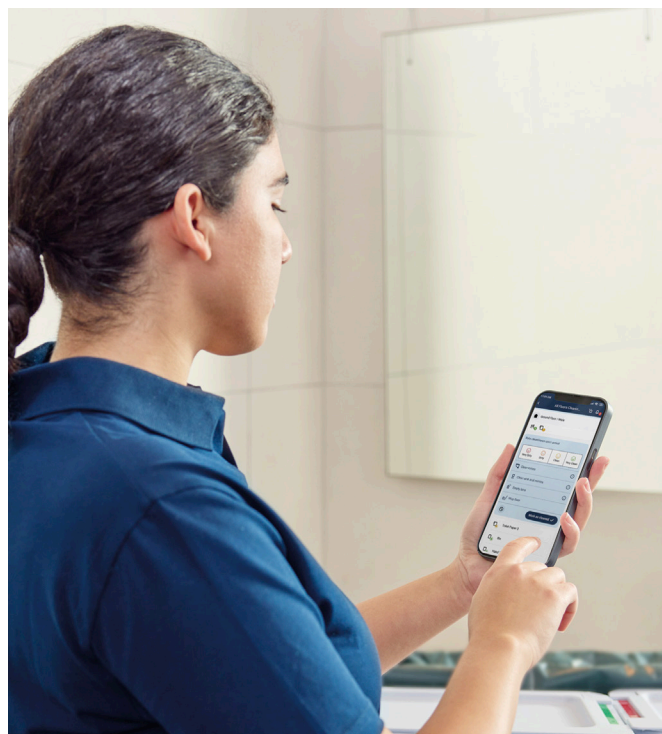
Managing a large facility with usage peaks and uneven foot traffic 24/7 is logistically challenging. Small delays and shortages can escalate quickly. Managing problems without increasing budgets means a major rethink. By adopting Tork technology, the company can better manage washrooms, improve the guest experience and save cleaning staff time, allowing them to tackle other tasks.

Future-proofing washroom management with data and technology

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Tork Vision Cleaning and Tork Vision Connect stand at the forefront of this revolution, empowering businesses to stay ahead of the curve. Determining which is the most suitable solution can be difficult.

Below are some key factors to consider when choosing the right solution:



	Tork Vision Cleaning	Tork Vision Connect
Minimising complaints and maintaining washroom cleaning is challenging	X	
Cleaning has a pre-planned schedule	X	
We have a solution we are pleased with/we want our own solution		X
We only need to understand traffic flows		X
We want to spend time on the right things	X	
We want everything to be connected for better facility management		X
We want the cleaning plan to be automatically prioritised	X	

By adopting these advanced solutions, facility managers can protect their reputations, meet rising expectations and approach hygiene management with newfound confidence.

Discover how Tork can support you with data and technology solutions for your washrooms at

www.torkglobal.com/gb/en or www.torkglobal.com/ie/en