

Keep Your Window Cleaning Customers Coming Back



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A practical retention workbook for UK window cleaning business owners

For the UK exterior cleaning industry from a generic customer retention framework. Tailored to 4–8 weekly rounds, pure-water systems, digital payments, and UK consumer law basics.

How to use this workbook

- Work through one section per week. Implement the checklists before moving on.
- Duplicate the templates and edit them to your brand voice.
- Keep a single retention dashboard (Excel/Google Sheets/CRM) and update it weekly.

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1) Why retention matters in UK window cleaning

Window cleaning in the UK is a recurring service by nature (most households choose 4-weekly or 8-weekly). That makes retention your main growth engine: it lowers marketing spend, smooths cash flow, and increases asset value if you ever sell a round.

What great retention looks like

- 90%+ of customers stay active over a rolling 12 months.
- Average tenure 24 months or more.
- Missed-access rate under 5% per month.
- 30% of new customers arrive via referrals.

What poor retention feels like

- Lots of first cleans, few repeats.
- Price complaints and skips after rain.
- Gaps on the round sheet; inefficient routes.

Mindset shift: Treat every first clean like the start of a subscription. Your job is to onboard, educate, and make continued service effortless.

2) The retention economics (simple examples)

Scenario A: acquisition-heavy

You spend £1,000 on ads = 50 enquiries → 25 jobs at £25 first-clean uplift = £625 gross margin... but only 5 stay. You're back on the ad treadmill next month.

Scenario B: retention-focused

Same ad spend and jobs, but you onboard to a 4-weekly plan, set Direct Debit, send tips & reminders. 15 stay. Over 12 months that's $\sim 15 \times £18 \times 12 = £3,240$ revenue from the same £1,000. (Figures illustrative.)

Small increases matter: A modest lift in retention compounds through fewer gaps on the van, tighter routes, and higher lifetime value.

Track these:

- **Customer retention rate (12-month):** $(\text{Customers still active} \div \text{customers 12 months ago}) \times 100$.
 - **Churn rate (monthly):** $\text{Customers lost} \div \text{starting customers}$.
 - **Avg tenure:** $\text{Total active months} \div \text{active customers}$.
 - **Net revenue retention (NRR):** $(\text{Current recurring revenue from last year's customers} \div \text{last year's recurring revenue}) \times 100$.
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3) Turning one-off jobs into reliable rounds

Your 10-step onboarding flow

1. **Quote with a plan** – Give 4-weekly and 8-weekly options. Price the first clean separately (e.g., 1.5× normal) to set expectations.

2. **Micro-contract** – A simple “service summary” confirming frequency, access, rain policy, payment method, and cancellation terms.
3. **Payment set-up** – Prefer Direct Debit (e.g., GoCardless via your CRM) or card-on-file (Stripe). Avoid cash.
4. **Welcome message** – SMS/Email with your rain guarantee, access tips (gate, pets), and what pure water is/how it dries.
5. **Calendar lock-in** – Add to the correct round/day; give an arrival window (e.g., “Tuesdays in the second week”).
6. **First-clean script** – On arrival, confirm access and aftercare; leave a branded “We’ve switched to pure water” card if relevant.
7. **Job completion note** – “We were here” SMS with payment confirmation and a review link.
8. **48-hour check-in** – Automated message: “All good with the first clean?” Catch issues before they become complaints.
9. **Referral nudge** – After 2nd visit: “£10 credit for you & a neighbour when they join your round.”
10. **Annual review** – Quick message: “Happy with your schedule? Any extras this spring (gutter emptying, frames)?”

Price confidently

- Keep recurring prices simple. Round to whole pounds by property type and frontage.
- Build a price table per area to reduce negotiation and protect margins.

First-clean uplift

- Explain: “Today’s deeper first clean takes longer; future visits are quicker and cheaper.”

Access SOP

- Ask for gate codes/lock types on onboarding.
 - If locked: send “Missed Access” SMS; attempt again next round; charge a call-out fee only if this repeats per your policy.
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4) Loyalty & rewards that actually work in rounds

Avoid schemes that give away whole cleans regularly. Instead, offer perks with **high perceived value, low cost to deliver**.

Options that work:

- **Priority Rescheduling** – After weather delays, loyalty customers get first slots.
- **Neighbour Bonus** – Both customers get £10 credit when a neighbour on the same street joins.
- **Bundle Advantage** – Small discount when windows + gutters/conservatory roof are booked within 30 days.
- **Anniversary Touch** – A handwritten postcard or micro-gift at 12 months (tea bag & thank-you card goes further than a free clean).
- **Round-day Guarantee** – “We keep you on your day; if we must move you, we tell you early.”

Keep it simple: A single page in your CRM noting their perks is enough. Communicate benefits clearly on onboarding.

5) Making customers feel valued (without burning time)

Personalisation that scales

- Use your CRM fields (gate notes, pets, parking, preferred contact).
- Tag customers by street/estate for neighbour offers.

Automations to set and forget

- **Reminders** – 24 hrs before: “We’ll be with you tomorrow.”
- **On-our-way** – Optional 30–60 min heads-up if you offer it.
- **We were here** – Payment + review link.
- **Aftercare** – Pure-water drying explainer (new customers only).
- **Win-back** – At 60–90 days inactive: “Shall we pop you back on an 8-weekly?”

Little human touches

- Remember names of pets/kids where appropriate.
- Seasonal tip SMS: frost/heat advice for sills and seals.

Data & privacy

- Get consent for SMS/email marketing; honour opt-outs.
- Store only what you need; keep it secure.

6) Solving issues before they cause churn

Common UK window-cleaning friction points & fixes

- **Rain anxiety** – Clear policy (“We clean in light rain; if results aren’t right after 48 hrs, we’ll fix it”).
- **Pure-water myths** – Short explainer + photo proof of results.
- **Access** – Gate codes, key-safe, neighbour permission on file.
- **Price increases** – Annual micro-increase with 30 days’ notice; give a reason (fuel, wages, supplier costs).
- **Card/mandate failures** – Automated retries + friendly SMS.

Early warning signs

- Repeated skips, delayed payments, sudden complaints, or “ghosting”.

Proactive saves

- Offer to switch to 8-weekly instead of cancel.
 - Suggest front-only service for budget months.
 - Add them to a “good-weather only” list if that’s their preference.
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7) Stronger connections: content, community & reviews

Content ideas that work locally

- Seasonal checklists (spring pollen, autumn leaves, winter salt).
- Short videos: how pure water works; why frames matter; rain policy.
- Before/after photos (get permission).
- Case studies from recognisable streets/estates.

Community

- Sponsor a junior team or school raffle; post the photo.
- Join local Facebook groups (follow rules, be helpful, not salesy).
- Partner trades (gardener/handyman) for cross-referrals.

Reviews

- Focus on Google first, then Facebook/Nextdoor.
 - Ask after the **second** clean (they’ve seen consistency).
 - Use QR on your leave-behind and SMS link.
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8) Bringing it all together: a 90-day rollout plan

Weeks 1–2: Foundations

- Write your rain, access, and payment policies.
- Set up Direct Debit/card-on-file.

- Create your templates (Section 9).
- Build your retention dashboard (Section 10).

Weeks 3–6: Onboarding & automation

- Add the 10-step onboarding flow to your CRM.
- Switch new customers to subscription mindset.
- Start reminder/aftercare automations.

Weeks 7–10: Loyalty & reviews

- Launch Neighbour Bonus + Priority Rescheduling.
- Add QR review cards and SMS asks after the 2nd visit.

Weeks 11–13: Optimise & scale

- Measure churn, missed access, tenure.
- Price tidy-up for outliers; rebalance rounds for route density.
- Plan the annual micro-increase and anniversary touches.

9) Templates (copy & paste, then edit)

9.1 Service summary (micro-contract)

Subject: Your window cleaning service – summary & next steps

Hello {{FirstName}}, thanks for choosing {{CompanyName}}. Here's a quick summary:

- **Frequency:** Every {{4 or 8}} weeks, typically {{Day/Week}}.
- **Access:** Please ensure the gate is unlocked / code {{Code}} works and dogs are secured.
- **Weather:** We may clean in light rain. If you're not happy after 48 hours once windows have fully dried, reply to this message and we'll make it right.

- **Payment:** {{Direct Debit/Card on file}}; charges are taken after each visit.
- **Cancellation:** You can pause or cancel anytime; please give 7 days' notice so we can adjust the round. Thanks again – any questions, just reply to this message.

9.2 First-clean reminder (SMS)

"Hi {{FirstName}}, {{CompanyName}} here. We're due **tomorrow**. First cleans take longer and are priced at {{£X}}. Please unlock the gate and secure pets. Thanks!"

9.3 We were here (SMS)

"Hi {{FirstName}}, today's clean is done. Payment will be taken by {{method}}. If anything doesn't look right after **48 hrs (when fully dry)**, reply and we'll fix it. Review us here: {{GoogleReviewLink}} – thank you!"

9.4 Pure water explainer (new customers)

"We use purified water that dries clear without spotting. Frames and seals get a gentle scrub; tiny droplets may remain but dry streak-free. Questions? Just reply."

9.5 Missed access (SMS)

"Hi {{FirstName}}, we couldn't access the rear today (locked gate/other). No problem – we'll catch it next round. If you'd like a return visit sooner, reply and we'll arrange it."

9.6 Referral nudge (SMS)

"Got a neighbour who'd like reliable 4–8 weekly cleans? You both get **£10 credit** when they join your round. Share this link: {{SignupLink}}"

9.7 Price increase (Email)

Subject: Small price update from {{Date}}

Hello {{FirstName}}, we're updating your price from **£{{Old}}** → **£{{New}}** from {{Date}}. This keeps pace with fair wages, fuel and supplier costs

while maintaining our quality and schedule reliability. No action needed. If you have questions or want to switch to 8-weekly, just reply. Thanks for your continued custom.

9.8 Winter weather text

"Hi {{FirstName}}, the cold snap means we're shifting your clean by a few days for safety. You're now booked for {{NewDay}}. Thanks for bearing with us."

9.9 Review ask (after 2nd visit)

"Hi {{FirstName}}, if you're happy with our service, a quick **Google review** helps a local business like ours a lot: {{Link}}. Thanks!"

9.10 Cancellation save

"Totally understand, {{FirstName}}. Would switching to **8-weekly** or **front-only** help? We can also pop you on a fair-weather list. Reply with what suits you."

10) Metrics & dashboards

Keep this simple – a single sheet works:

KPI	Target Week Month Notes
Retention (12-mo)	90%+
Monthly churn	< 2%
Avg tenure (months)	24+
Missed access	< 5%
On-time collection	98%+
Reviews/month (Google)	5+
Referrals/month	5+

Basic formulas

- **Retention (12-mo):** Active now ÷ Active 12 months ago.
 - **Churn (monthly):** Lost this month ÷ Starting customers.
 - **Tenure:** Sum of months active ÷ Active customers.
 - **NRR:** Revenue this month from last year's cohort ÷ Revenue a year ago from that cohort.
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11) Light legal & compliance (UK)

This is general guidance, not legal advice.

- **Consumer expectations:** Be clear about frequency, pricing, and your rain/access policies. Confirm in writing (see templates).
 - **Cancellations:** Offer fair notice periods (e.g., 7 days) and be reasonable with return visits for genuine quality issues.
 - **Data protection:** Obtain consent for marketing messages; store data securely; respect opt-outs.
 - **Payments:** Use reputable processors; explain Direct Debit timings and how disputes are handled.
 - **Insurance & safety:** Public liability insurance; safe working practices around ladders/electrics; cones/signage as needed.
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12) Appendices: SOPs, scripts & checklists

A) Door-to-door/phone script (short)

"Hi, we look after a 4–8 weekly window round on this street. We use pure water for frames and glass, text the day before, and take payment by

Direct Debit so it's hands-free. First clean is a deeper clean at £{{X}}, then £{{Y}} ongoing. Would you like a quote?"

B) First-clean checklist

- Access confirmed (gate/pets/parking)
- Frames, sills, doors included
- Photos before/after for first-time customers
- Aftercare SMS sent
- Review link scheduled

C) Rain policy (example)

We clean in light rain. If, after **48 hours** when the glass is fully dry, you're not happy with the result, message us and we'll re-clean the affected panes **free of charge**.

D) Access policy (example)

Please ensure access to all areas on your scheduled day. If we can't access the rear, we'll clean the front and adjust the price accordingly. We'll catch the rear on your next scheduled visit or arrange a return visit if requested.

E) Annual increase note (postcard wording)

"Thanks for supporting a local business. To keep wages fair and maintain reliability, prices will increase slightly from {{Date}}. Your new price: £{{New}}. Thank you for sticking with us."

F) Round density mini-project

- Export your customers with postcodes.
- Map by estate/street; group to minimise driving.
- Offer Neighbour Bonus to fill gaps.
- Move outliers to a nearby day to keep routes tight.

Final word

Retention isn't a campaign—it's how you operate. Nail onboarding, communicate clearly, and make staying easier than leaving. Do that, and your round grows more profitable, predictable, and valuable every month.