

Royal Services Customer Success Story

Soft Surroundings

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Royal Services Provides Facilities Support for Soft Surroundings' Growth

When a retail company's business model is based upon [providing comfort and pleasure](#) for its customers, their facilities-management provider should do the same. That's one of the reasons why Soft Surroundings partners with Royal Services.

[Soft Surroundings](#) specializes in selling women's apparel, bedding, furnishings, beauty products and accessories, all with an emphasis on softness, comfort and relaxation. Originally launched as a catalog-sales operation in 1999, Soft Surroundings began operating dedicated retail stores in 2005.

[Since then the company has expanded to over 35 locations in 19 states, with many newer stores on the way.](#) As exciting as that success has been for Soft Surroundings, the company's aggressive expansion plans were too much for some of their vendors.



"We had another maintenance company handling our facility issues, but as we grew, they had a harder and harder time keeping up," explained Rachelle Joslin, Facilities and Construction Coordinator for Soft Surroundings.

"The biggest obstacle was their response time in emergency situations, and that wasn't something we were willing to bend on."

Soft Surroundings wanted a dependable and responsive facilities partner who could offer complete 24/7/365 support, including on-call after hours and emergency service. They also needed a management company that could provide a wide variety of construction services.

“In addition to coordinating maintenance, repairs and all remodels in our existing stores, I support our New Store Construction teams in the opening of our new locations,” Rachelle said. “I had worked with Royal in the past, and I knew they would give us the kind of attention we needed as a growing company.”

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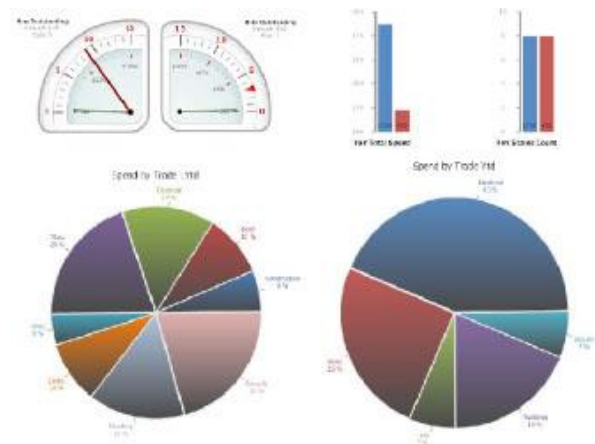
-Rachelle Joslin, Facilities and Construction Coordinator for Soft

At that point, in 2013, Rachelle and Soft Surroundings decided to embark on a partnership with Royal Services to support the company’s image and growth.

“There is a lot of stress with my job,”

Rachelle said, “and the reliability of a company like Royal relieves quite a bit of that.” Another thing Rachelle likes about Royal Services is her access to RAZOR, the company’s proprietary activity-tracking management software that provides constant, around-the-clock access to free exchange of information. Whenever you want, RAZOR lets you review any related expenditures, asset allocation, service-call updates and much more – all through a single point of contact.

“I love that I can look up the status on a project at any given time,” she said. “Our stores are always asking about their open tickets, and I like being able to give an answer without having to hunt down a representative.”





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-Rachelle Joslin

Royal developed RAZOR as a proprietary information system from the ground up, using years of experience in project management. All development is in-house, flexible and on-going. Your role-based data set is delivered real-time, in a way that can be organized, filtered,

sorted, and grouped in any way you desire. Our goal is provide you with answers, fast. "I've worked with other FMS companies, and never once has another one even come close to the kind of service Royal provides," Rachelle added. "From their office team's immediate response time to their field techs resolving issues as quickly as possible, their service and support are untouchable."

For more than 20 years, Royal has helped multi-site businesses like Soft Surroundings manage stronger, more efficient facilities through a legacy of trust, consistent execution and service that solves.

Why Royal is the Right Choice for You

Royal Services believes in developing long-lasting partnerships with its clients. Whatever your business needs, Royal will develop a unique plan that works for all parties involved. This is one of the many reasons that Soft Surroundings chose Royal for their facility maintenance company.

"Royal interfaces directly with Soft Surroundings as a complete outsource team working directly with their engineers & management team to provide customized solutions," said Ellen Stacks, Director of Facility Maintenance Services at Royal.



And the service is not limited to the client alone. As Royal CEO Bradley Shyver points out, “We work together to resolve problems and issues with our clients, their landlords, fire marshals, etc. to ensure each location is up to date on code requirements.”

The most unique aspect of Royal is their proprietary CMMS software, RAZOR. This software allows companies to monitor capital expenditures, track assets, request service, create reports and view location history – all from a single, easy-to-use digital interface. Ellen Stacks explains how RAZOR is used during work with Soft Surroundings.

“The success of our partnership with Soft Surroundings is based on trust, respect, communication and shared resources. Information such as service call history, building layouts and staff details is stored in RAZOR. This database has allowed us to resolve many issues that would otherwise have taken additional time and incurred additional costs.”

Rachelle and Soft Surroundings are great examples of Royal Services’ attitude and capabilities. To see how Royal can help support your facilities management challenges, please contact Jamie Leeper at 1-800-728-1155 or jleeper@royalsvcs.com.

You have many reasons to choose Royal services

Long-lasting partnerships with Royal Services give their clients peace of mind as they collaborate to resolve problems and enhance a mutual high-quality, value-driven culture.

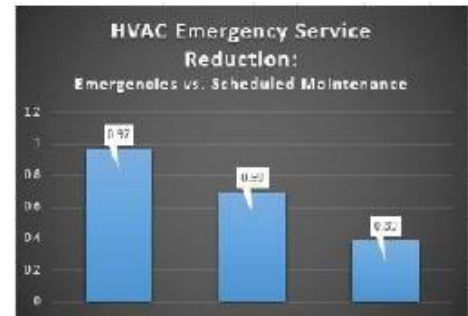
Royal promises you:

- Expertise and complete outsource teams that deliver customized solutions.
- Comprehensive collaboration from project inception to installation – “turnkey solutions.”
- We offer a partnership with 24/7/365 facilities management including on-call, after hours and emergency services.

How Royal Saves You Money

Regular car maintenance, such as oil changes and tire rotations, is a good preventative measure for major malfunctions. Similarly, more scheduled maintenance visits at your retail location will result in fewer service calls.

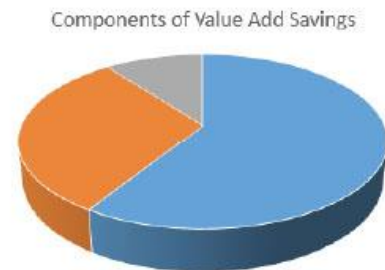
The graph to the right shows the relationship between emergency services (break fix/on-demand repairs) and scheduled maintenance calls. The first bar shows a baseline of 0.97 emergency calls for every one scheduled maintenance call. The second bar shows that this ratio has dropped by almost 30% to 0.69 after two years of regular scheduled maintenance. The bar on the far right represents a company who has been with Royal for 23 years whose emergency callouts are almost 60% lower than a company without a regular scheduled maintenance plan.



Over the course of seven years, the company represented in the graph to the left experienced an average of 12.25% savings due to the diligence of the Royal Services team. Royal’s project managers do their best to solve issues over the phone and avoid sending service teams out unnecessarily.

These “cancellations” combined with “no charge” and labor and equipment “warranty” calls collectively make up Royal’s value add services. We go to work for you as we see ourselves as an extension of your workplace.

Royal Services takes many steps to save their clients money. As described in the previous section, they work to solve problems over the phone, get jobs done under warranty and provide quality assurance confirmation. The graph to the right depicts the percentage of the occurrence for each of the situations over a seven-year period. The gray section (1) represents the number of visits under warranty, the orange section (2) represents no charge service calls and the blue section (3) shows the number of issues that were resolved over the phone with no need to dispatch a service team to the location.





SOLUTIONS CURRENTLY PROVIDED FOR SOFT SURROUNDINGS

How Royal Makes Your Life Easier

When it comes to providing you the building maintenance and facility management services, strategies and solutions to advance your business, service expertise is only the start. Whether you're maintaining HVAC systems, coordinating store remodels or installing advanced communications and security systems at multiple locations, the Royal team tackles each new project with a unique, customized approach and the initiative to excel.

The Royal project managers oversee each and every project, troubleshooting issues and coordinating crews around the clock.

They source, evaluate and manage providers to satisfy the strategies they work with you to develop.

Royal's methodology ensures quality, reduces maintenance interruptions and maximizes your investment in facilities.

No matter what size, scope or application the project calls for, Royal has a service - and solution - to meet your needs. The services Royal provides are extensive. Between facility management services, networking, construction and government services, the Royal team has a solution for your every need.

Take a look at the infographic to the right for a detailed look at the many services we are providing for Soft Surroundings. We also partner with Sundance and Allen Edmonds, all of whom operate under the investment firm [Brentwood Associates](#).

- Appliance
- Awning
- Carpet
- Ceilings
- Damage Restoration
- Decommissioning
- Digital Signage
- Door
- Electrical
- Environmental Testing & Inspection
- Fire Alarm
- Fire Extinguishers
- Fire Sprinklers
- Flooring
- Gates
- Glass
- Grounds Maintenance
- Handyman
- HVAC
- HVAC Scheduled Maintenance
- Light Construction
- Locks
- Painting
- Pest Control
- Plumbing
- Refrigeration
- Roofing
- Safe
- Security
- Signs
- Site Survey
- Store Fixtures
- Vendor Management
- Window Graphics
- Window Tinting

Our History and Who We Are



Royal Mechanical Services, Ltd. (RMS) was established as a division of Royal Home Protection, a subsidiary of Electronic Realty Associates, LP (ERA). Royal Home Protection, Inc. began in 1972 and had emerged as a successful pioneer in the home protection / warranty business. (The parent company, ERA, remains a residential real estate brokerage providing services nationwide.) A key advantage was ERA's extensive,

customized database, which provided the ability to analyze data in real time to make better decisions, allowing the company to be proactive.

In 1988, a key partner in the home warranty business, Lennox Industries, expressed a need for similar services in the commercial marketplace. As a result, Royal Mechanical Services, Ltd. was created & immediately took on its first client, Pizza Hut of America.

Remember the Bigfoot Pizza from Pizza Hut? One of Royal's first rollout projects involved the replacement of ovens in numerous Pizza Hut locations across the country to make room for those yeti-sized pies. The project (and the pies) were successful, and Royal Mechanical Services, Ltd. was off and running.

In December of 1993, Tom and Charlene Shyver purchased Royal Mechanical Services from ERA and incorporated the firm. Tom was a key figure in Royal's initial success with the parent firm and saw an opportunity with the existing database to link customers to sites with technology, while still fostering a strategy of interpersonal communication. By maintaining this focus, Tom and Charlene took the company in a





direction to build and strengthen the customer relationship. This database eventually became our RAZOR facilities management system.

Since that time, Tom and his sons have been working tirelessly to build Royal to the company it is today. They are all extremely proud of the company as it is, and continually strive to give their clients the attention they deserve.

“Our partnership is a comprehensive collaboration with our clients, utilizing our expertise to resolve problems and issues providing quality results with customized attention,” said Tim Shyver, Director of Client Solutions.

For More Information

For more information, please contact jleeper@royalsolves.com
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