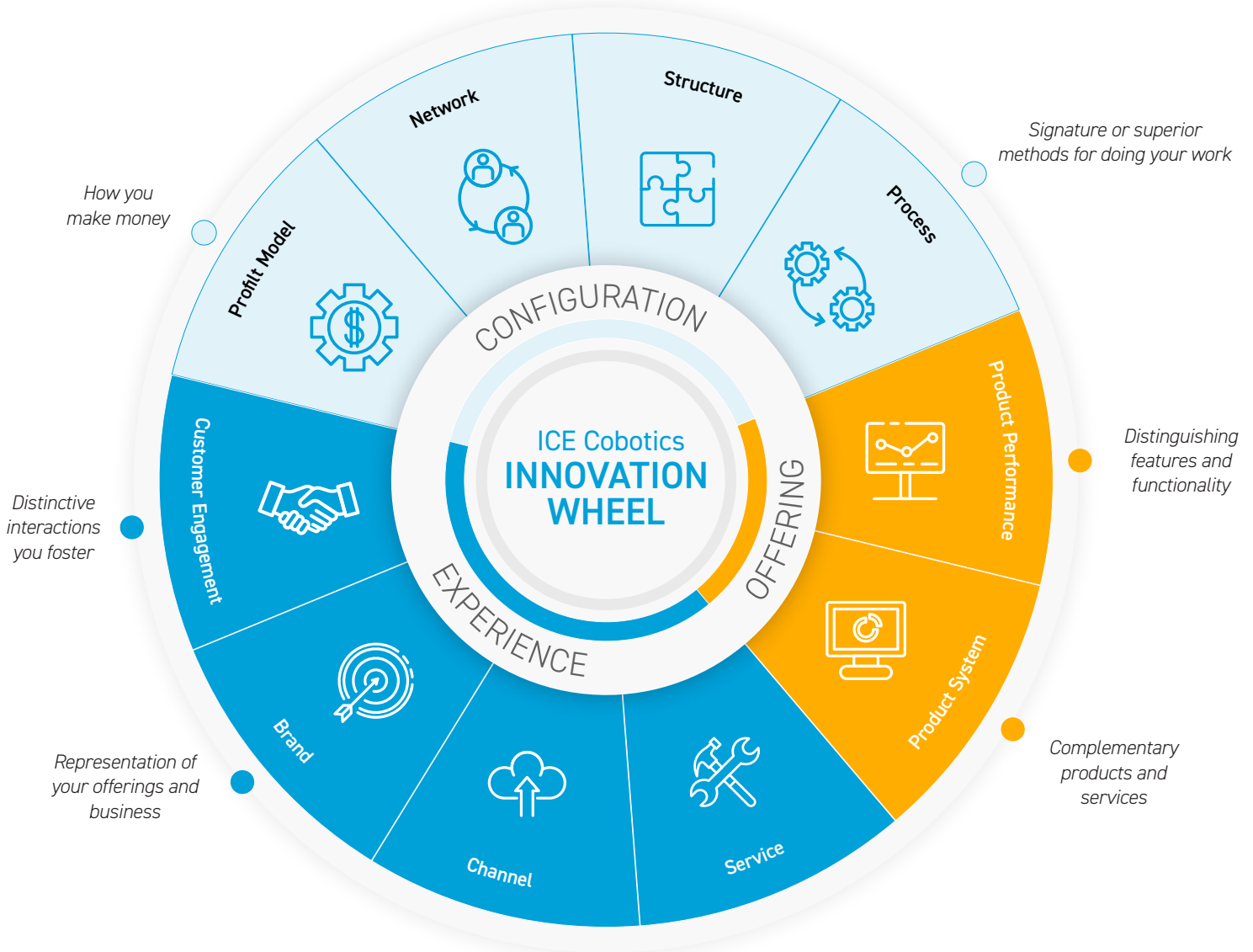


ICE Robotics and The Innovation Wheel

THE SUBSCRIPTION SERVICE AS A DETAILED CUSTOMER SERVICE MODEL

It can be hard to understand the value of equipment subscriptions, we get that. So, to explain it differently, we have crossed referenced our business model with the Innovation Wheel to show you that our business model is more than just a payment plan.

It is a completely new way to obtain floor cleaning equipment and beyond it being innovative, it impacts every part of what we do to serve you better. Really, it is a customer experience plan designed to make your job simpler.



CONFIGURATION



Profit Model

ICE Robotics is the first company to move away from a traditional machine ownership model to a service model. Our all-inclusive subscription is available in 1-year, 3-year, or 4-year tiers and once you decide, you pay a set monthly payment for the duration of the plan.



Network

We are always collecting information and data from our clients to improve our products and services. For instance, we designed i-Synergy, fleet management software to help cleaning professionals manage the cleaning workload, even when not on site.



Structure

ICE Robotics empowers employees to do what is best for the client and to think outside the box. This has resulted in new processes put in place to better customer experiences, such as virtual training calls and support from our Tech Connect team.



Process

ICE Robotics is the first to implement lithium-ion batteries in their equipment. Lithium-ion batteries require zero maintenance, making them safer and longer-lasting. Plus, one lithium-ion battery prevents up to 24 traditional batteries from ending up in the landfill.

OFFERING



Product Performance

Commercial cleaning equipment that is easy to use, durable and built with an ergonomic design to support cleaning professionals.



Product System

ICE Robotics is more than just equipment. We have integrated i-Synergy technology, fleet management software, within our equipment. This empowers cleaning professionals to manage their everyday cleaning from an app.

EXPERIENCE



Service

We go beyond responding to service calls in the moment and work proactively to make sure your equipment never breaks down, is charged on time and is always performing at peak efficiency.



Brand

Part of our mission is to improve health and well-being worldwide. To contribute, we partner with MADE BLUE, an organization that donates one liter of clean water for every liter of water used to developing countries.



Channel

Created a new way to access subscription services through an online platform that uses a quiz to narrow down offerings and a virtual appointment option with experts who help clients decide on the right plan.



Customer Engagement

Created a virtual resource center that includes training videos, manuals, blogs, white papers, and case studies for customers to reference at any time.