

# *Zicare* FLEET APPEARANCE PROGRAM CONTINUOUS CLEAN





# THE GOLF COURSE

## Z CARE FLEET APPEARANCE PROGRAM

# CONTINUOUS CLEAN

### INTRODUCTION

The importance of a clean golf car to the course guest can never be understated. The impression given is either one of “wow” or “whoa”. The attention to detail quickly signals the level of service that the player can expect and provides insight into the mind-set of the entire operation.

We desire a first-class experience for all of our guests and we recognize the immense value a clean golf car plays in setting the course for an unforgettable round.

This is why we are establishing a new fleet appearance program called:

### FLEET CONTINUOUS CLEAN

There are two primary components to our plan:

1. Detail the fleet
2. Establish the **CORE-6** and Continuous Clean (CC)

### DETAIL THE FLEET

Each car will receive a nine-step detailed clean that will provide the basis for our Fleet CC. This nine-step detail is organized to provide an efficient cleaning strategy to bring our cars up to our expectations.

### SUPPLIES:

**Z Care LVP** Golf Spray Bottle  
2-sided sponge  
Soft bristle brush  
Towels

## DETAIL STEPS:

In our detail steps, we work from the top of the vehicle to the bottom. This helps to ensure that as we clean and rinse that we are not contaminating areas that we've already cleaned.

1. Car Tops: Using our **Z Care LVP Golf Spray**, we apply our cleaner to the exterior top and then agitate the soiled areas with the rough surface of our two-sided sponge. We continue this process until the entire exterior top has been agitated and then move to the underside of the top and follow the same steps. Upon completion, we rinse the top on both sides. (Approximate time: 3 minutes)
2. Exterior Windshield: Spray **Z Care LVP Golf** on windshield and then use towel to remove surface dirt. (Approximate time: 1 minute) \*Note: use only towel for windshield cleaning as rough surface sponge and brush may scratch the windshield.
3. Front Body: Spray **Z Care LVP Golf** on front body, use rough surface of sponge to remove any black streaks and soil. Then rinse windshield and front body. (Approximate time: 1 minute)
4. Seats: Spray **Z Care LVP Golf** on seats, use the soft bristled brush to agitate dirt and grime. (Approximate time: 2 to 3 minutes)
5. Side & Rear Body: Spray **Z Care LVP Golf** on side and rear body, use rough surface of sponge to remove any black streaks and soil. Then rinse seats and side & rear body. (Approximate time: 2 minutes)
6. Interior Components: Spray **Z Care LVP Golf** on interior components, use rough surface of sponge to remove any sticky substances and soil. (Approximate time: 1 to 2 minutes)
7. Floor Mats: Spray **Z Care LVP Golf** on floor mats, and then use the soft bristled brush to agitate dirt and grime. Rinse the interior components and floor mats. (Approximate time: 2 minutes)
8. Interior Windshield: Spray **Z Care LVP Golf** on windshield and then use towel to remove surface dirt. (Approximate time: 1 minute) \*Note: use only towel for windshield cleaning as rough surface sponge and brush may scratch the windshield.
9. Towel Dry Vehicle: Use your towel to dry the vehicle. Remember to work from the top to the bottom. This ensures that the car does not spot dry which occurs when excess water is left on the car and soil from the wind is caught in the water spots. (Approximate time: 2 minutes)

**Special note:** A team of two can complete these steps in quicker fashion and can gain much efficiency from one continuing to clean as the other rinses.

## **ESTABLISH THE CORE-6 AND CC**

While the detail step is critical to get our fleet into best condition, the true determination as to the success of this program lies in the **CORE-6** and **CC**.

### **The CORE-6**

1. Seats
2. Inside Components
3. Floor
4. Windshield
5. Body & Trim
6. Car Tops

The **CORE-6** are the identification points that we use to judge whether or not our fleet is in detail condition. Each of our outside service personnel will be responsible for knowing the **CORE-6** in the order above and will be able to identify from our specifications sheet what are outstanding conditions and what are sub-performance.

### **CC – CONTINUOUS CLEAN**

Continuous Clean means just that. We have identified three areas where the continuous clean program and the **CORE-6** standards will be met.

Our outside service personnel that pull cars out in the morning will review the **CORE-6** on each car and provide touch up cleaning to the areas they identify as sub-par.

Our bag assistants will also review the cars according to **CORE-6** standards while they await new guest arrivals. They will provide touch up cleaning to the areas they identify as sub-par. Keep in mind that the cleaning is important, but the greeting of the guest is more so. As a guest arrives, greet the guest first. There is time to touch up the car after you load the bag and it provides you an opportunity to ask of the guest their impression of the car.

Our outside service personnel in the evening that assist by returning cars to the car barn will also review the **CORE-6** and provide touch up cleaning to the areas they identify as sub-par.

Ultimately, the success of this program lies in the participation and effort of each of us. We should be very aware of the importance of a clean car and how this impression reflects on each of us. We should be knowledgeable of the **CORE-6**. This knowledge will strengthen our awareness and our ability to maintain the fleet in best condition. Finally, we should all pitch in and do our part. Small touch up cleaning is just that if we all make a conscientious effort to continuous clean.

## Z Care Fleet Appearance Program Continuous Clean (CC) - Steps

### 1 Top - Spray, Sponge Agitate, & Rinse

Sponge on top



Sponge on top



# 1 Top - Spray, Sponge Agitate, & Rinse

Cleaning line shown



Interior top



## 2 Exterior Windshield - Spray, Towel Clean

Exterior windshield



## 3 Front Body - Spray, Sponge Agitate, Rinse

Spray on front



## 4 Seats - Spray, Brush Agitate

Seats



## 5 Side Body - Spray, Sponge Agitate, Rinse

Side & rear body



## 6 Interior Components - Spray, Sponge Agitate

Interior components



Interior components



## 7 Floor Mats - Spray, Brush Agitate, Rinse

Floor mats



## 8 Interior Windshield - Spray, Towel Clean

Interior windshield



## 9 Towel Dry



## Core 6 Specifications - Order Of Importance

### 1 Seats

Seats unacceptable



Seats in process



Seats acceptable



## 2 Inside Components

Unacceptable interior components



Acceptable interior components



# 3 Floor

Floor mat unacceptable



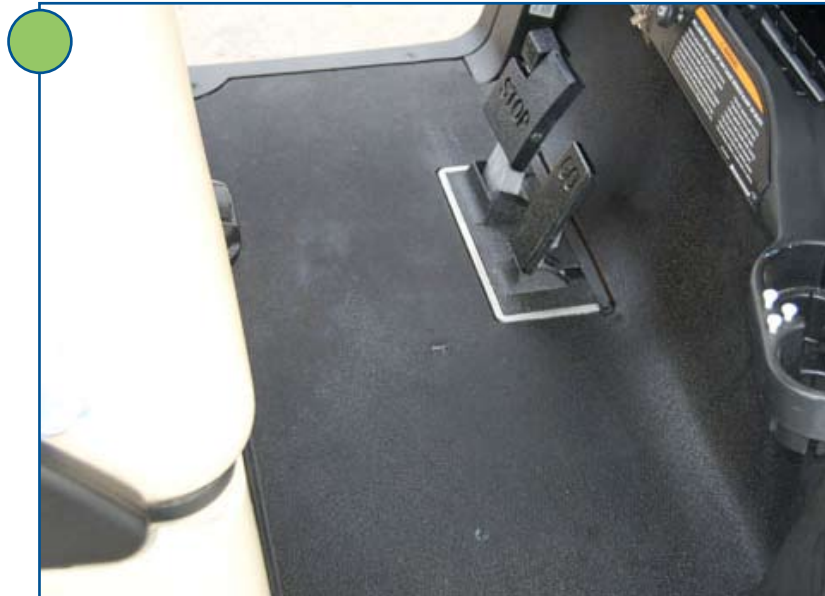
Floor mat unacceptable



Floor mat unacceptable



Floor mat acceptable



# 4 Windshield

Unacceptable windshield



Acceptable windshield



# 5 Body & Trim

Body shot black marks



Body shot close up



Body shot acceptable



# 6 Car Top

Roof Unacceptable



Roof acceptable



## 6 Car Top

Inside car top unacceptable



Inside car top acceptable





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