

# DigitaliseSME Case Study – Digital Optimisation in Services

## Staff Management Via a Digital App

**Company: *TOP-Reinigung***

<b>Business</b>	Service (B2B/B2C)
<b>Company Size</b>	Under 50 employees
<b>Annual Revenue</b>	Under 500.000 €
<b>Sector</b>	<b>Cleaning</b>
<b>Investment</b>	30.000 €
<b>Measurable added value</b>	The planning of staff activities only takes up to 2 hours instead of up to 3 working days

### The Initial Situation

The cleaning company TOP-Reinigung organized its personnel via a simple Excel spreadsheet. This could only be centrally edited from one location even though several employees were involved in the planning. The cleaners passed their hourly reports to the administrative staff as a handwritten statement.

The small company needed several working days per week to coordinate its staff. They had to manually create orders, find freelancers and confirm their hours by phone. If something changed on short notice, they often had to rebuild the entire plan. Hence a perfect planning was only possible at an extremely high expenditure of time. This inhibited the growth of the company.

### Digital Solution

The company tested software solutions already available on the market. However, these proved to be insufficient for their needs. Therefore, they developed an individual program



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together with a software developer. The program and the associated app automatically check the availability of the employees and compares them with the appointments of the client. Now a modern, digital service planner is available.

## Resources Deployed

The Managing Director of TOP-Reinigung took a particularly ambitious approach: with an investment of € 30,000 and one software developer, she developed an online program for personnel planning from scratch. A support program from the SAB Bank subsidized the digitization project.

## The result

Instead of 2-3 days, the weekly personnel planning now only takes 1-2 hours. Employees can process customer orders faster and more easily. Hence the company can accept more orders. The internal use alone has paid for its costs within one year. The newly developed program "TiM-Dienstplaner" could also help other companies grow and bring them long-term profit.

## Tip from the Experts

"Programming your own software solution does not make sense for a lot of small businesses. But I can only recommend searching for existing software solutions that take less time than writing notes or managing an Excel spreadsheet. Cloud solutions are best suited for this. The team is welded together through the digitization project! Everyone took part and we are all satisfied with the result!", says Ms. Loucher from TOP-Reinigung.

**Disclaimer:** This case study was collected by BVMW, DigitaliseSME partner in Germany, and its Mittelstand 4.0 Competence Center in Berlin. The original document, with this case study and others, is available [here \(German\)](#)



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