



How Puritan Cleaning Reduced Turnover by 44%



Mobile-first video janitorial training built by cleaners, for cleaners



Location: Montana (statewide)

Platform: CleanTrainU

Highlight: Reduced turnover rate

TURNOVER RATE

135% → **75%**
2023 2024

CTU FEATURES

- Premium library of training videos produced specifically for commercial cleaners
- Add your own custom content
- Smooth, automatic enrollment and delivery system
- Cloud-based (no downloads)
- Built for mobile: watch on any device
- Scalable: grows with you
- Built-in reporting
- Bilingual options available



Book a Demo

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THE CHALLENGES

With a workforce spread across Montana's 150,000 mi², Puritan faced massive logistical hurdles. Consistent, in-person orientation was impossible, so HR did 5-6 manual digital training sessions a day - plus more in the evenings, which was unsustainable and inefficient. Plus, their turnover rate was at 135%, crippling their ability to scale.

THE CLEANTRAINU SOLUTION

Using CleanTrainU, Puritan launched fully digital onboarding and training - straight to team members' phones:

- Orientation now features a series of short, customized videos with relevant company info
- A 90-day training campaign automatically sends weekly training videos to cleaners
- Built-in quizzes show retraining opportunities - before client complaints
- Monthly safety videos ensure continuing compliance for the entire company

THE RESULTS

1

Decreased Turnover

Turnover dropped from **135% to 75%** (a 44% reduction), saving the company time and money.

2

Increased Quality

Consistent training and built-in reporting to catch issues have raised the quality of Puritan's work.

3

Better Connection

Team members report improved training and better connection to managers, helping them stick around.

"CleanTrainU has made a huge difference in our company. Our turnover is down, our quality is up, and our cleaners are more engaged. I highly recommend it!" - Megan Jones, Puritan

Your results are in your cleaners' hands. CTU puts expert training in their pocket.