

Sparkle Uniform & Linen Service

By **Marlene B. Heise**

To be successful in today's competitive business environment, companies must have that perfect mix of the latest technology combined with excellent customer service. At Sparkle Uniform & Linen Service, they have both, and their customers enjoy the benefits by getting the best service at the most economical prices possible.



Marlene Heise

Sparkle's advanced technology includes three main components that allow them to be more efficient and effective in serving their clients:

Scantrax Garment Tracking System

This highly accurate system utilizes ultra-high frequency radio frequency identification tags for each garment or item that a client needs to have laundered. The tag provides information to a computer in order to track the item in the laundering process, from start to finish. Sparkle's Scantrax system can scan up to 500 pieces in 30 seconds, making the process faster and more accurate, saving customers both time and money. At several steps in the cleaning process, the tags are read again to record repairs, garment changes in size or style, and to verify that the order is complete. This enables Sparkle to ensure 100 percent accuracy for each order — for customers, that means no lost items ... ever!

Sparkle Mobile Scantrax Garment Repair App — From the customer's perspective, providing information about needed repairs or special attention has never been easier. The Sparkle Mobile Scantrax Garment Repair app for smartphones allows employees to notify Sparkle directly. The exact problem with the exact garment will be recorded and resolved as soon as possible.

Customer Advantage Program — Customers appreciate rewards for being loyal customers. The Customer Advantage Program eliminates unexpected fees by providing one simple and consistent weekly charge for service.

Sparkle customers enjoy the savings provided by these technologies, but those aren't the only things that make them loyal to Sparkle Uniform & Linen Services. Excellent customer care comes from the heart, and Sparkle knows how to make each customer feel they are the top priority (because they are).

Local Ownership — Sparkle has been a family owned, local company for more than 65 years in Bakersfield and the southern San Joaquin Valley. They know and care about what's happening in their community.

Personalized Service — When you call Sparkle, you will always speak with a

person; our customer service representatives provide a timely response and customized solution for your company's needs.

Professional Staff — Sparkle personnel are professionally trained and are empowered to address any question or solve any problem to provide the best customer service possible.

Sparkle's focus on excellent customer service shines through, as evidenced by these satisfied customers:

"We began this partnership with Sparkle out of frustration with national providers that fell short of meeting our expectations. We decided to look at Sparkle as a local alternative back in 1993. Since that time, we have evolved with Sparkle's input to a more professional look for our employees in uniform. They have a state-of-the-art tracking system in place that insures accurate inventories for uniforms coming in and going out. Over the years, they have been attentive to our needs and consistently deliver quality uniforms to Advance Beverage. Lastly, we truly value the long-term personal relationship we have developed with the employees at Sparkle. I would not hesitate to recommend Sparkle to any business in need of a quality uniform supplier," states Tom Maples, general manager of Advance Beverage Company.

"We wanted to let you know how much we appreciate your outstanding service. You are quick to attend to any special needs that we may have in regards to daily activity as well as special occasions. We look forward to continuing business with you and your fantastic service at Sparkle Cleaners."

— **Gino Valpredo of Luigi's Wine & Delicatessen**

"At Sparkle, we value each and every customer," says Tim West, director of sales with Sparkle Uniform & Linen Service. "The technology we have invested in allows us to pass along true savings in time, energy and money. But even more importantly, our desire to provide the best service to our customers means that we find out exactly what they need and build their service plan to meet these needs. Our customers are loyal because we treat each of them how we would want to be treated."

— **Marlene B. Heise is the owner of Heise Media Group.**



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