

A stylized, light blue plant graphic with a central stem and several leaves is positioned in the background of the page. The plant has a simple, modern aesthetic with rounded leaves and a small sprout at the top.

Pareto FM:

Transformational

workspace

service

delivery

White paper

Introduction

At Pareto FM, our goal is to be the most service focused and customer centric facilities management company in the UK. People are the greatest asset to any organisation and yet often their environment does not reflect that. We want facilities management to deliver a great place to work and visit for everybody. This means we are embracing technology and innovation, recruiting the most qualified people in the industry and using a flexible model that allows us to build our service solution around each organisation we partner with. We think there is more to do, which is why we asked Armstrong to speak to our customers (*you, our customers*) about their (*your*) experiences of Pareto FM. We are proud to share their findings.

Our mission

Pareto empowers its **people** to effectively manage **workspace** which enables our **clients** to achieve extraordinary **outcomes**



What is the secret of Pareto FM's success?

Armstrong identified five behaviours that are helping Pareto FM move facilities management from a frustrating necessity, to a service that helps our clients thrive. They are what makes us different, they are what makes us unique, and they are how we will continue to deliver an exceptional service to every single customer.

- 1 Treating customers like partners
- 2 Living our values
- 3 Investing in our staff
- 4 Striving for transparency around costs
- 5 Tailoring our approach



They're **unique**, it's the whole company and they're recruiting good **people**.
They are **disrupting** the market with an edge and a unique service.

Customer feedback

1 Treating customers like partners

Armstrong's findings

- Customer feedback showed that customers value Pareto FM's focus on them, and consider their relationships to be partnerships: looking for value for both sides of the relationship.
- Pareto FM is seen by customers as offering a bespoke service to each of them, which begins right at the start with tailored bid processes. Once a relationship is established, Pareto FM delivers on its expectations.
- The best and closest relationships are perceived as partnerships. When problems do arise, Pareto FM works together with the customer to resolve the issues quickly and effectively.
- Pareto FM is proactive and able to build confidence and trust.
- Pareto FM is highly adaptable to the needs of the customer.



"It's a partnership in the true sense of the word. You can gauge a company in how it acts when things go wrong and how they resolve that. You gain confidence in the measure of that. Pareto FM has made mistakes and so have we, but we have worked together to resolve them efficiently and effectively."

Customer feedback

I would say Pareto FM are not like a contractor, they enter into the spirit of partnership and for someone in the service industry, it's built on relationships and is informal. The work has grown out of it, it started small and has grown .

Customer feedback

2 Living our values

Armstrong's findings

- Values embodied in Pareto FM are often important to participants' perception of 'fit' – from a minimally salesy attitude, to charity work, and commitment to diversity.
- Pareto FM are seen as aligning with the culture of their customers e.g. in the media, education, technology, and other forward-thinking sectors.
- Pareto FM embody the same modern values as their customers, including charity work, women in engineering and FM, LGBTQ+ and sustainability capability.
- Pareto FM are viewed as a passionate, innovative, and pioneering company.



"It's a small business feel, you don't feel like a number. I feel like a valued customer. For example, we had a flood in March, and the whole building went down. Every person from Pareto FM turned up, even the finance team, it was the dedication to that. I mean not every company is that responsive."

Customer feedback

They are **kind**, **friendly**, they come in and get on with what they need to do. The **culture** is brilliant.

Customer feedback

3 Investing in our staff

Armstrong's findings

- The difference between Pareto FM's staff and those of competitors is noticeable at all levels of the business. Their engineers are highly regarded by customers – well known on site, trusted, and good at communicating. Account management is also seen as a highlight.
- Pareto FM are known for high quality staff, including knowledgeable engineers, with high continuity, and often physically on the customer's site.
- Pareto FM's engineers are embedded within the customer and can appear to customers as seeming like part of their companies. Their technical capabilities in engineering services are viewed as being particularly strong.
- At a higher-level Pareto FM's account management is strong, with regular site visits – monthly, if not weekly.



They are very proactive and very transparent. The feedback from the engineering team is that they have greater access to [the Pareto team] and they are happy. They have a lot of account focus and you feel like you are their only customer.

Customer feedback

There is the level of **expertise**, you know you are going to someone that's reliable, **competent**, effectively has trialled and proven methods of doing it elsewhere. It's that **reliability**. It lets us focus on other things.

Client feedback

They are good at **anticipating** things that are not on my **radar**. The engineering team is brilliant and incredible. The lead engineer is really competent, she is very good and stands her ground, which is **important** because FM can go under the radar and be overlooked.

Client feedback

They are very flexible and more than happy to work with us as we change our business. They are always approachable, so if we ever have a problem, they are always on the phone. If I need some advice, they are happy to give me some advice. They are so professional but also human – people people. They make working here enjoyable. They feel like part of the team.

Client feedback



4 Striving for transparency around costs

Armstrong's findings

- Price is not the driving factor for Pareto FM's customers, but their clear and transparent presentation of all costs is easier to understand and becomes important throughout the term of the contract. They are not seen to be driven by commission and profit, which creates a distant relationship.
- There is a perception of transparency, particularly in the costing process. Pareto FM is seen to add less mark-up than some other competitors, and allows customers to buy new equipment directly.
- Pareto FM do not always offer the cheapest service, but is seen as good value for money – delivering on expectations and providing a better experience.
- Pareto FM do not appear to be focused on sales commission and profit; they care about their customers' businesses.



Pareto's ethos and attitude comes across as providing the best service at the right cost. It's not always about the money with them, compared to the larger companies.

Client feedback

It is an **equal** relationship and **partnership**,
not based on the bottom line.
They are **transparent** on all costs and this
allows us to make decisions.

Client feedback

5 Tailoring our approach

Armstrong's findings

- Competitors often lack on-site presence, people skills, engagement, flexibility, engineering knowledge and time to service accounts. Many customers cite their focus on commission or profit as palpable, creating distance in the service needed and the relationship. Pareto FM is seen as providing a different kind of service. Due to their smaller size, they can offer a more tailored approach, and are attentive to their customers.
- Pareto FM's customers prefer to have the service embedded into the business, rather than completely outsourced.
- Pareto FM's continuous staff cover is seen as a benefit.
- Employing specialists with the same knowledge is too expensive to have in-house, and Pareto FM brings best practice.



I would say that we're much happier dealing with a smaller, more grass roots feeling company than the big boys. I feel that our company values chime together much better.

Client feedback

Pareto FM feels like **part** of the **company**.
The service they deliver has kept us clean,
tidy and it's doing what it **should**."

Customer feedback

They **do** what they **say** they are going to do; they store it [paperwork] where they say they are going to store it and you have access to it. It sounds like such a **simple** thing, but so many companies just don't do it right. I have known them for **5 years** when they had a few clients compared to now. Have I seen a shift in how we are looked after? No."

Client feedback

Pareto FM are definitely 100% better than the previous company. It was a big company and we had a rough ride with them. Pareto FM's maintenance engineers are more knowledgeable and that means I have more confidence and trust. Definitely, as a company led by a great team, they want to make a positive relationship, the previous company felt as if it was all about money. They were too big. We fell out of love and they couldn't deliver in all areas

Client feedback

It has been a real pleasure working with Pareto FM, it is a hard market to stand out in, and Pareto's commitment to its customers and people really differentiates them.

Simon Hemsley, Director, Armstrong