



# CASE STUDY

## DEEP CLEANING SERVICES VITA STUDENT



### USSG LTD OVERVIEW

USSG is a leading provider of cleaning services, renowned for its commitment to excellence and customer satisfaction, specialising in deep cleaning services. We recognise that every space is unique, and we have built a reputation for designing and implementing cleaning plans specifically to meet the needs of our clients, ensuring a spotless and welcoming environment. At USSG, we pride ourselves on delivering exceptional cleaning services with our team of highly trained, reliable, and dedicated professional cleaners. We are committed to sustainability and use environmentally friendly cleaning products and practices to protect your health and the planet, providing you with a hygienic environment and the best cleaning experience.

### CLIENT: VITA STUDENT LIMITED

Vita Student Ltd, established in 2013, provides high-quality, modern student accommodation with stylish apartments and superior amenities. Their properties feature private en-suite rooms, communal spaces such as lounges and game rooms, and dedicated study areas. Residents benefit from on-site gyms, wellness programmes, and a range of social events. Conveniently located near universities and city centres, Vita Student also emphasises sustainability with eco-friendly practices and 24/7 security. Their focus is on creating a vibrant community and supporting student academic and personal growth.

### PROJECT

Vita Student partnered with USSG Ltd, a professional cleaning company with extensive experience in the hospitality and student accommodation sectors. The importance of operational efficiency and maintaining hygiene standards was paramount to Vita. It was crucial to ensure all common areas and individual apartments were clean and pleasant, providing students with a superior clean living environment to improve student satisfaction and retention.

### Sector: Student Accommodation

### SERVICES



### CHALLENGE

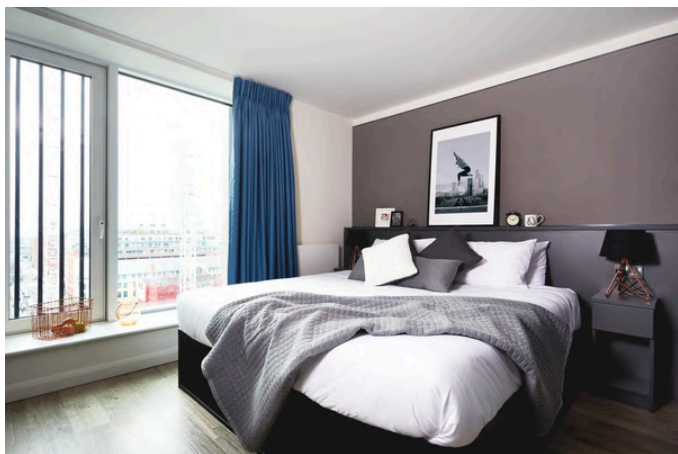
- **High Student Turnover:** Frequent move-ins and move-outs.
- **Diverse Needs:** Catering to a multicultural student body with varied expectations.
- **High Standards:** Maintaining a luxurious ambiance in line with Vita's brand image.

## SOLUTION

USSG crafted a meticulous plan tailored to Vita's needs by conducting comprehensive site visits and thorough assessments of each Vita Student property to assess the cleaning requirements of different areas. USSG approached the task with a detailed and systematic plan, including evaluating the common rooms, gyms, study areas, kitchens, and individual apartments to identify critical areas. USSG Ltd employed advanced cleaning techniques and eco-friendly products, executed by a highly skilled team. Rigorous quality assurance, including regular inspections and feedback loops, ensured top standards.

Throughout the process, USSG maintained open communication with the Vita team, providing regular updates and addressing any concerns promptly. This collaborative approach ensured a seamless and efficient cleaning operation.

## VITA STUDENT ACCOMMODATION GALLERY:



VITA Student Accommodation



VITA Student Accommodation  
Manchester

## BENEFITS

The partnership between USSG and Vita Student Accommodation resulted in significant improvements in the living conditions for students. Key outcomes included:

**Enhanced Cleanliness and Hygiene:** Students and staff noted a marked improvement in the overall cleanliness of the facility, contributing to a more pleasant and hygienic living environment.

**Positive Feedback:** Vita received overwhelmingly positive feedback from students, who appreciated the fresh and clean surroundings. This positive communication from the residents played a role in enhancing Vita's reputation as a premium accommodation provider.

**Operational Efficiency:** Streamlined cleaning operations reduced cleaning-related complaints and led to a more efficient use of cleaning resources and staff time.

**Increased Satisfaction:** The Vita team expressed high satisfaction with USSG's services, citing the professionalism, efficiency, and effectiveness of the cleaning operations.

**Positive Environmental Impact:** The use of eco-friendly products and improved waste management practices contributed to Vita Student's sustainability goals and received positive feedback from environmentally conscious residents.



VITA Student Accommodation  
Manchester

## CLIENT TESTIMONIAL:

“Absolutely happy with your services, we look forward to offering you more sites in the future.”

**Kind Regards,**  
**Frankie Golding**  
**Operations Support Manager**

## FIND OUT MORE

To find out more about our specialist security services, call us for a free, no-obligation chat on **01619746506**, or complete our online enquiry form at **sales@ussgl.co.uk**.

## CONCLUSION:

The partnership between Vita Student Accommodation and USSG Ltd proved to be highly successful, achieving the primary objectives of deep cleaning and maintaining high hygiene standards, enhancing resident satisfaction, and ensuring operational efficiency. The tailored approach has significantly contributed to the enhanced living experience of Vita students, ensuring a clean, comfortable, and conducive environment for their academic pursuits. This case study highlights the importance of a customised approach, regular training, and continuous feedback mechanisms in delivering high-quality cleaning services in student accommodations to sustain Vita's premium reputation.

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## OUR ACCREDITATIONS



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