

Elevate the washroom experience to drive continuous user satisfaction



Washrooms are a critical touchpoint in any establishment. In a typical office or facility with an average of 100 employees, the washroom is visited at least 500 times a day.

Based on recent findings, it's no surprise that washroom-related issues are among the top three complaint areas for facility managers. Upholding high washroom standards in cleanliness and functionality isn't just a necessity— it's key to creating a welcoming and respectful environment for everyone.

Kimberly-Clark Professional™ surveyed 697 decision-makers and users in Hong Kong, Malaysia, Philippines, Singapore, and Taiwan, uncovering key hygiene insights across healthcare facilities, shopping malls, and workplaces. Explore these trends and learn how to meet urgent needs for a better user experience.



Despite public washrooms receiving high foot traffic, a significant gap exists between usage and satisfaction

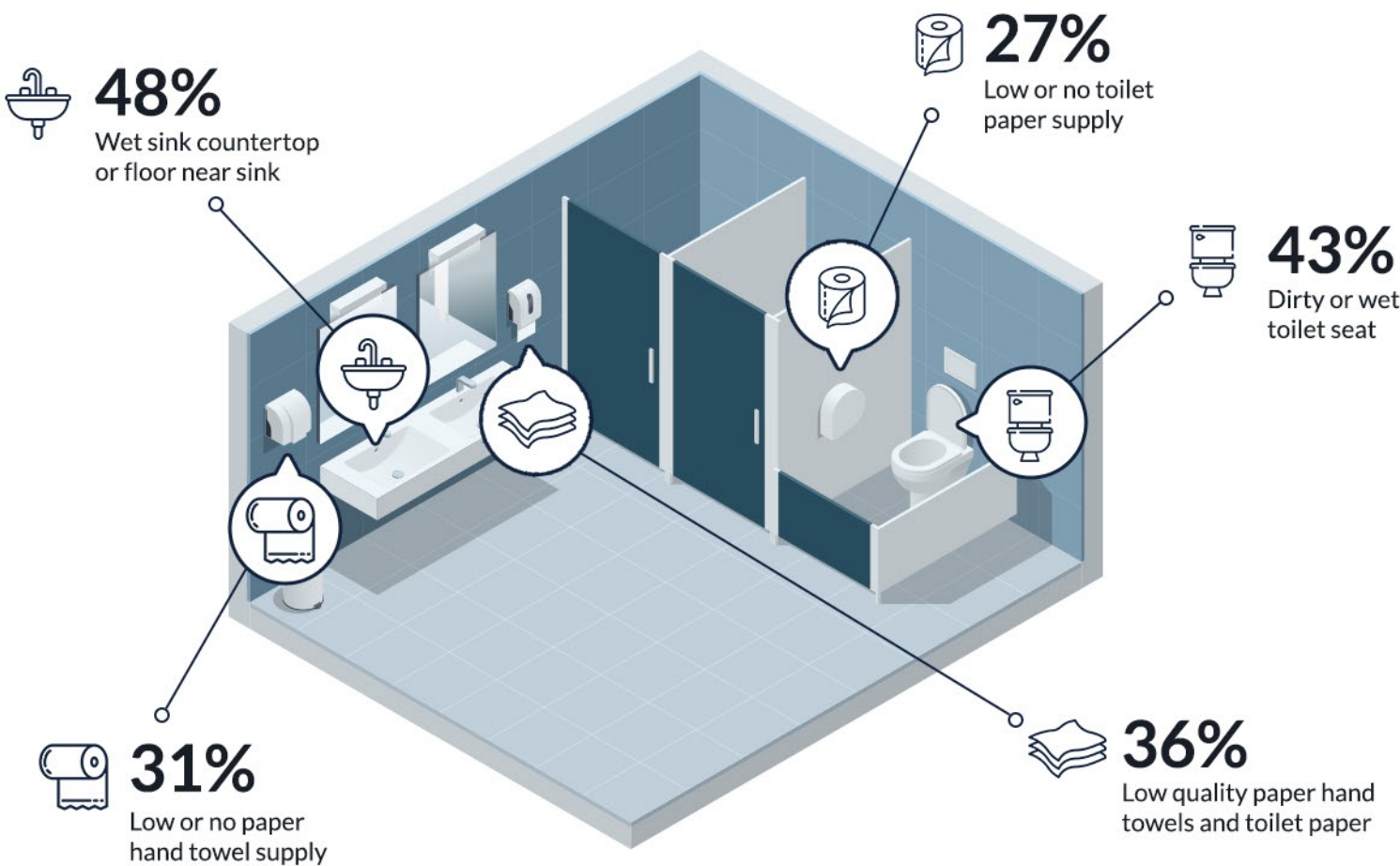


Even a dip in satisfaction can lead to health and hygiene concerns as well as negative perceptions that may harm a facility's reputation. While it's vital to improve washroom conditions to address such challenges and elevate the user experience, it's first essential to understand user sentiments and how these directly influence satisfaction so you can enhance your decision-making strategically.

The user perspective: Priorities & preferences

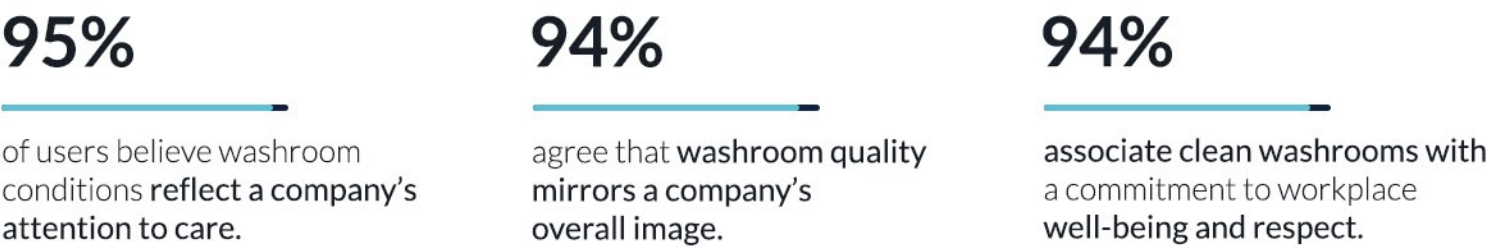
Unhygienic conditions impact satisfaction

Facility managers often face recurring washroom complaints that negatively impact user experience from both employees and visitors alike. Below are the top five most commonly encountered washroom issues:



Positive impressions through cleanliness and care

Washroom quality speaks volumes about a company's standards. A clean, well-maintained washroom reflects care, professionalism, and respect—elements that influence how people perceive your organisation.



Beyond primary needs, privacy and comfort prevail as key functions of washrooms



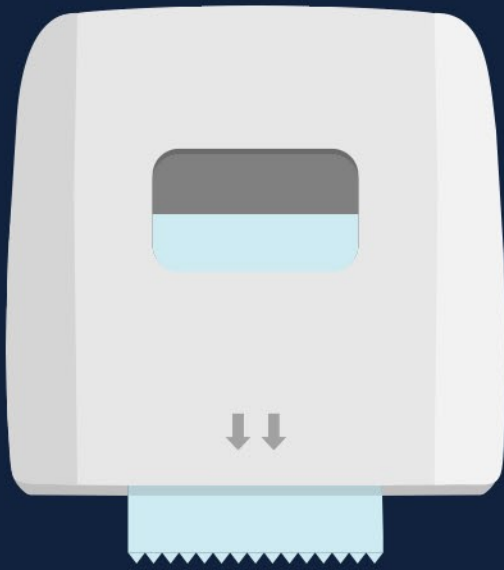
of respondents believe washrooms provide more than basic amenities.



of users, they also serve as a place for privacy or brief breaks during the day, which emphasises the importance of a clean and comfortable space.

Reliability and hygiene in dispensing are key to satisfaction

To meet user expectations, facilities should ensure that dispensers are **fully stocked, hygienic, and easy to use.**



Effortless access:

91%
say dispensers free from issues— like being empty or jammed— are essential for satisfaction.

Hygienic dispensing:

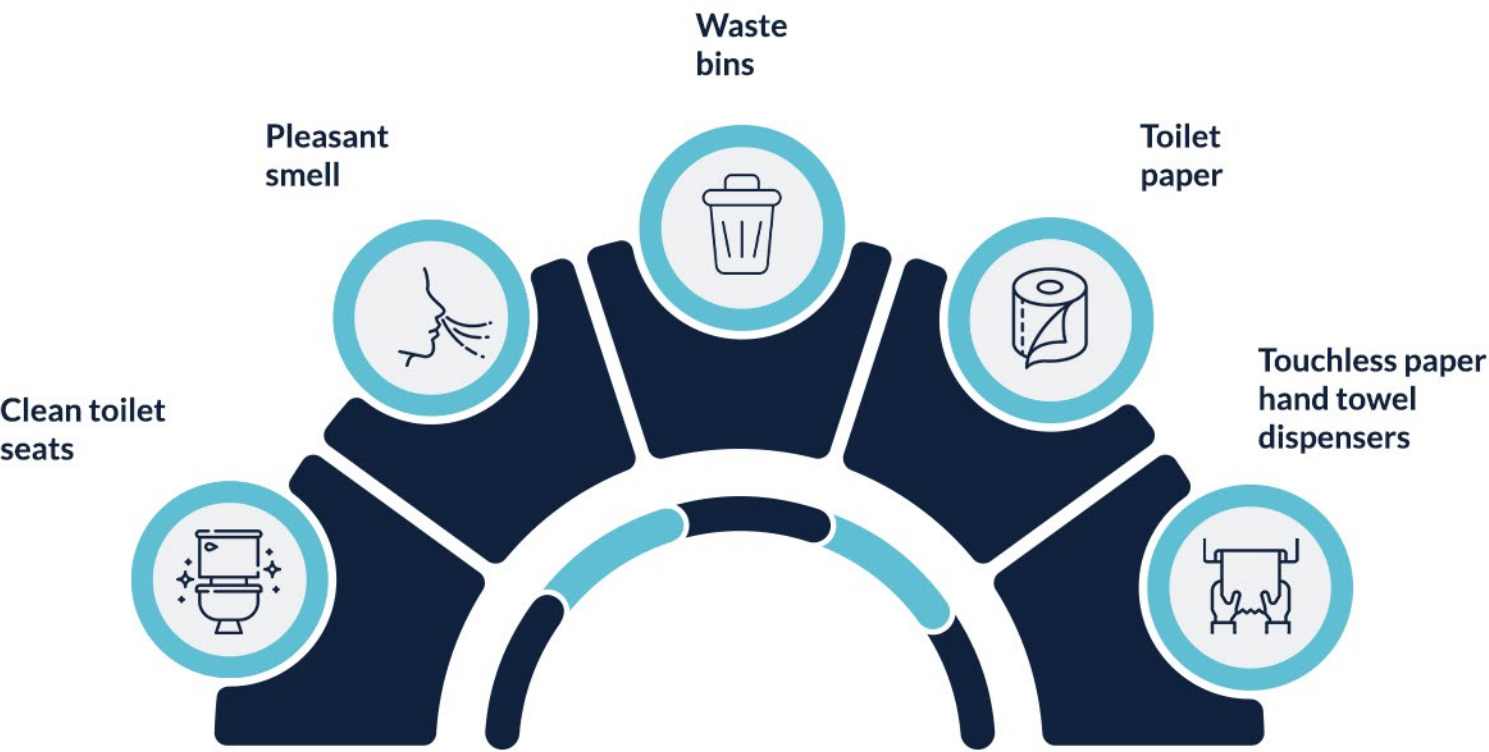
91%
value touch-free dispensing, minimising contact.

Efficient access:

89%
appreciate dispensers that provide quick and efficient access to products.

Top five user needs for a positive experience

Addressing these top needs will help **improve user impressions** and **encourage return visits**:



Prioritising high-quality paper hand towels

Having an adequate supply of amenities is one thing. However, based on user sentiments and common issues, respondents emphasise the need for quality in paper hand towels. In fact, most facility managers highlight the importance of quality paper hand towels to support facility needs.


Users and decision-makers prize these key features in paper hand towels:

	Users	Decision-makers
 Quick and effective hand drying:	87%	80%
 Durable when wet:	86%	79%
 Soft to the touch:	72%	49%

The management imperative: Meeting user expectations

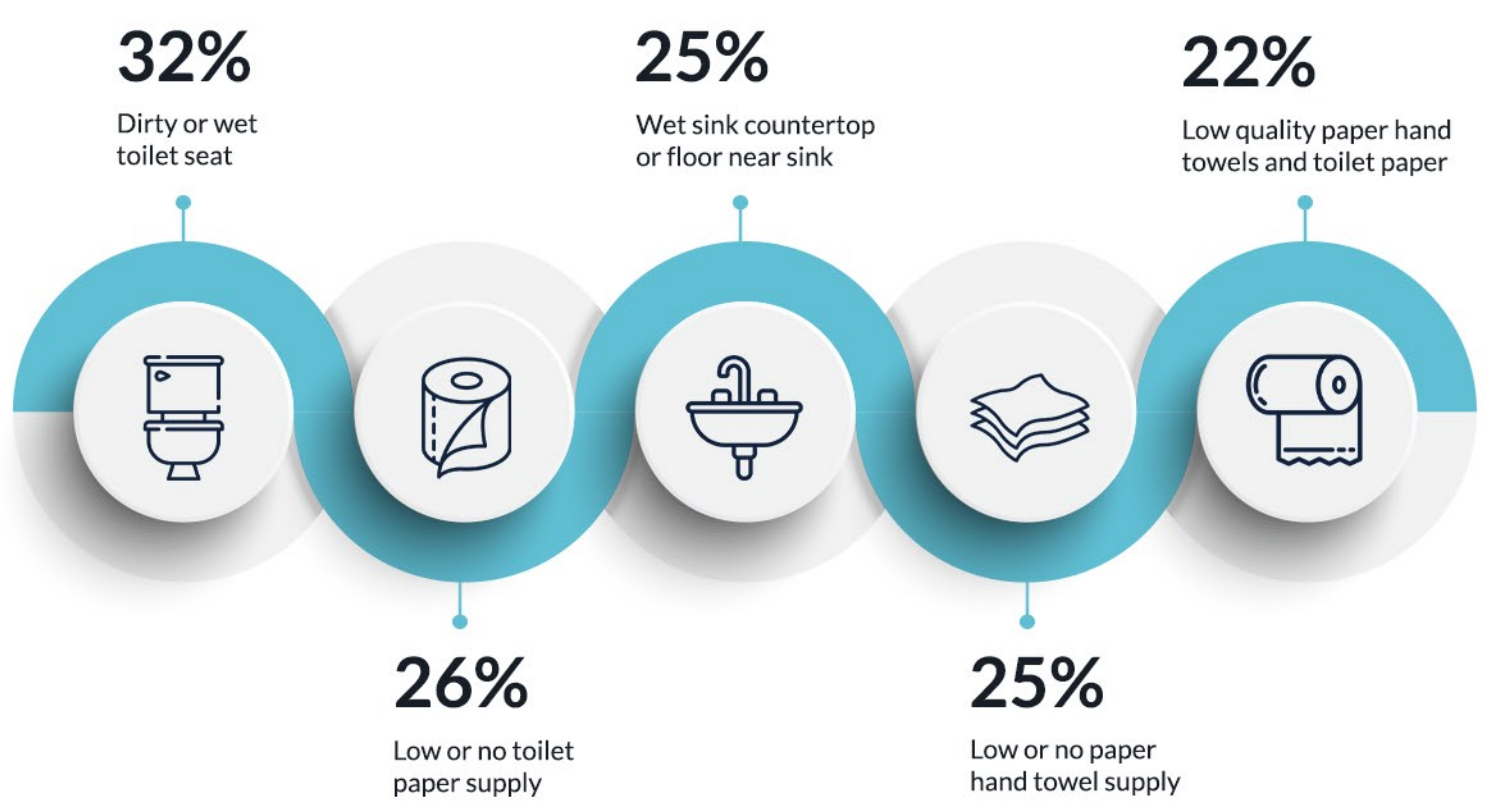
How user sentiments impact washroom management and business

Understanding and responding to user sentiments is crucial, as their needs directly impact the priorities of facility managers. High expectations around cleanliness and supply reliability underscore the need for proactive solutions to **enhance user satisfaction** and reduce complaints.



Top complaints highlight hygiene and supply issues

For facility managers, washroom-related complaints are among the top three facility issues. Feedback highlights recurring gaps in hygiene and supply that must be addressed. Respondents rated their top washroom-related issues, which include:



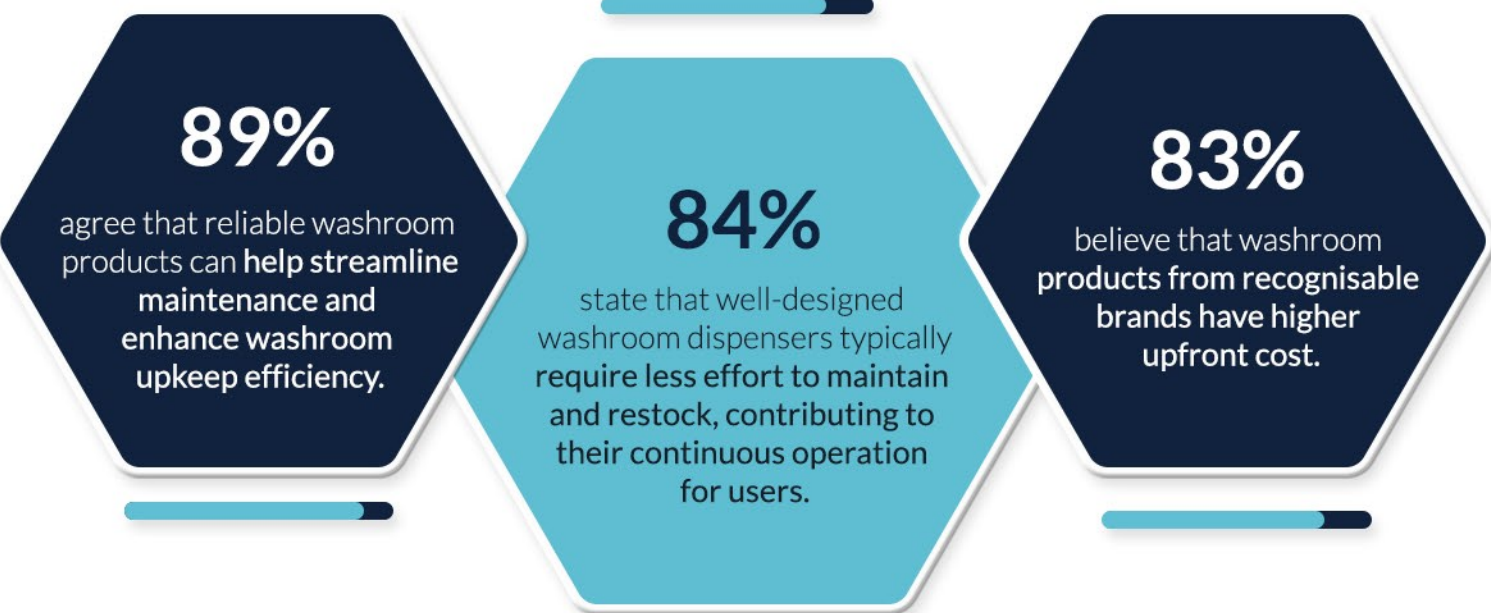
Other complaints for facility managers include a lack of hand soap supply (20%), faulty soap, toilet paper and paper hand towel dispensing (15%), and unappealing dispenser design (15%).

Clean, hygienic washrooms drive satisfaction, productivity, and positive experiences for all



Efficient, reliable washroom products help streamline maintenance and ensure continuous operations

Choosing quality, reliable products not only enhances user satisfaction but also reduces maintenance effort, ensuring continuous availability.



Clean, well-stocked washrooms boost facility reputation and visitor satisfaction

A well-maintained washroom significantly contributes to a positive facility image, making users more likely to recommend the space and return.



Enhancing user perception through re-evaluating maintenance

By addressing these issues with reliable, **high-quality products**, facilities can demonstrate their commitment to **high standards** and care, making a positive impact on user satisfaction.

The role of quality brands in elevating the washroom experience

Selecting trusted brands can enhance user confidence in product reliability and demonstrate your commitment to high standards.



Take control with care and efficiency to ensure consistent satisfaction for all

Discover how **Kimberly-Clark Professional™** can help you gain greater control over your cost efficiencies, time, and amount of waste generated to drive sustainable, reliable operations. With our controlled dispensing systems, you can ensure an elevated washroom experience without compromising on your needs.

Connect with us for more information.

[Schedule a consultation](#)