



Urban Company Performance Overview

Comprehensive analysis of ~27,000 service bookings across Dubai partner companies over the past two months. This report examines key performance indicators including service ratings, customer retention through repeat bookings, and operational utilisation during peak hours (10:00–22:00).

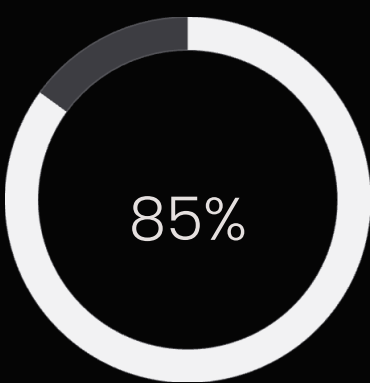


Cleaner Rating Performance

Rating Distribution Insights

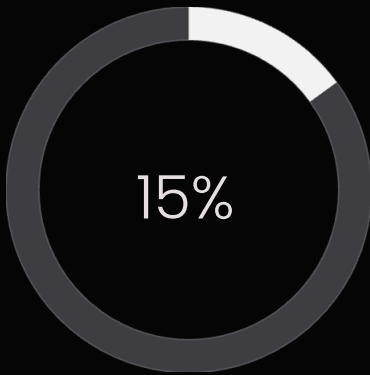
- Majority of cleaners are rated **above 4.3**
- Small set of cleaners rated **below 4.0**
- Ratings are skewed towards the higher end

This distribution indicates that while our service standards are generally high, focused interventions on underperforming professionals could significantly enhance overall customer experience.



Professionals Above 4.3

Strong performance majority



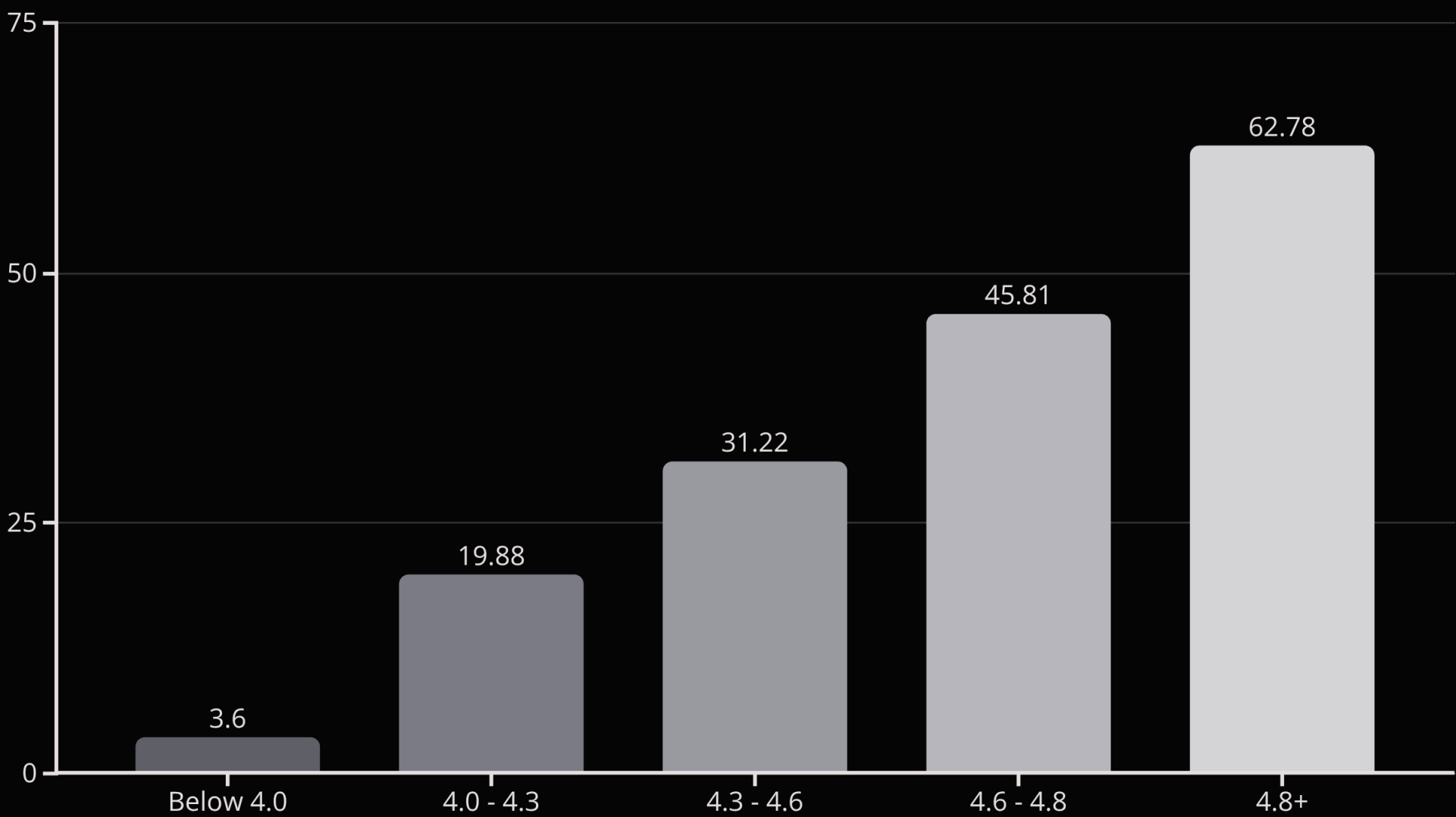
Below 4.0 Rating

Improvement opportunity segment



Repeat Bookings Increase with Higher Rating Bands Of Cleaner

Our data reveals a compelling correlation between service ratings and customer retention. Professionals with ratings of 4.8 and above achieve approximately 62.78% repeat booking rates, establishing ratings as a strong predictor of customer loyalty and long-term revenue.



This clear upward trend demonstrates that investing in quality improvement directly translates to enhanced customer retention and sustainable business growth.

Company Rating vs Repeat Booking Rate

High Rating + High Retention

Top-performing partners demonstrate strong operational efficiency and consistent service quality, driving sustainable growth

Acceptable Rating + Low Retention

Some partners underperform despite decent ratings, suggesting operational inefficiencies beyond quality metrics

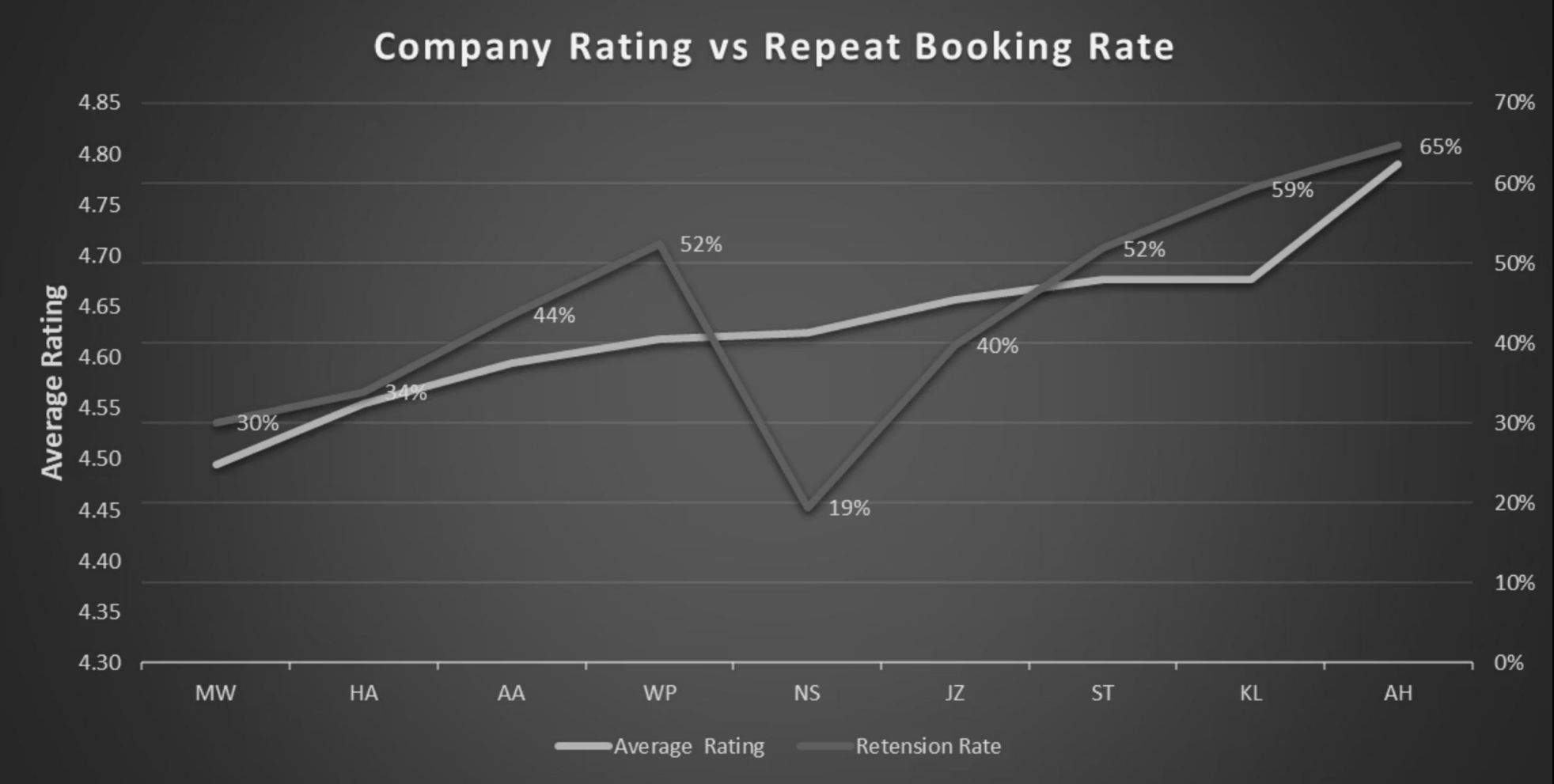
Key Finding

Operational efficiency significantly influences repeat behavior independent of ratings

Higher-rated partner companies consistently demonstrate stronger customer retention rates. However, analysis reveals that some partners underperform in repeat bookings despite maintaining acceptable rating levels.

This discrepancy indicates that operational factors—such as scheduling reliability, professional consistency, and customer service responsiveness—play crucial roles in driving repeat behavior beyond quality ratings alone.

Company Rating vs Repeat Booking Rate



Cleaner & Company Utilisation – Operations

39%

4.8+ hrs/day Utilisation

96 out of 247 cleaners
achieve high utilisation

30%

3.6–4.8 hrs/day Utilisation

74 out of 247 cleaners
show moderate utilisation

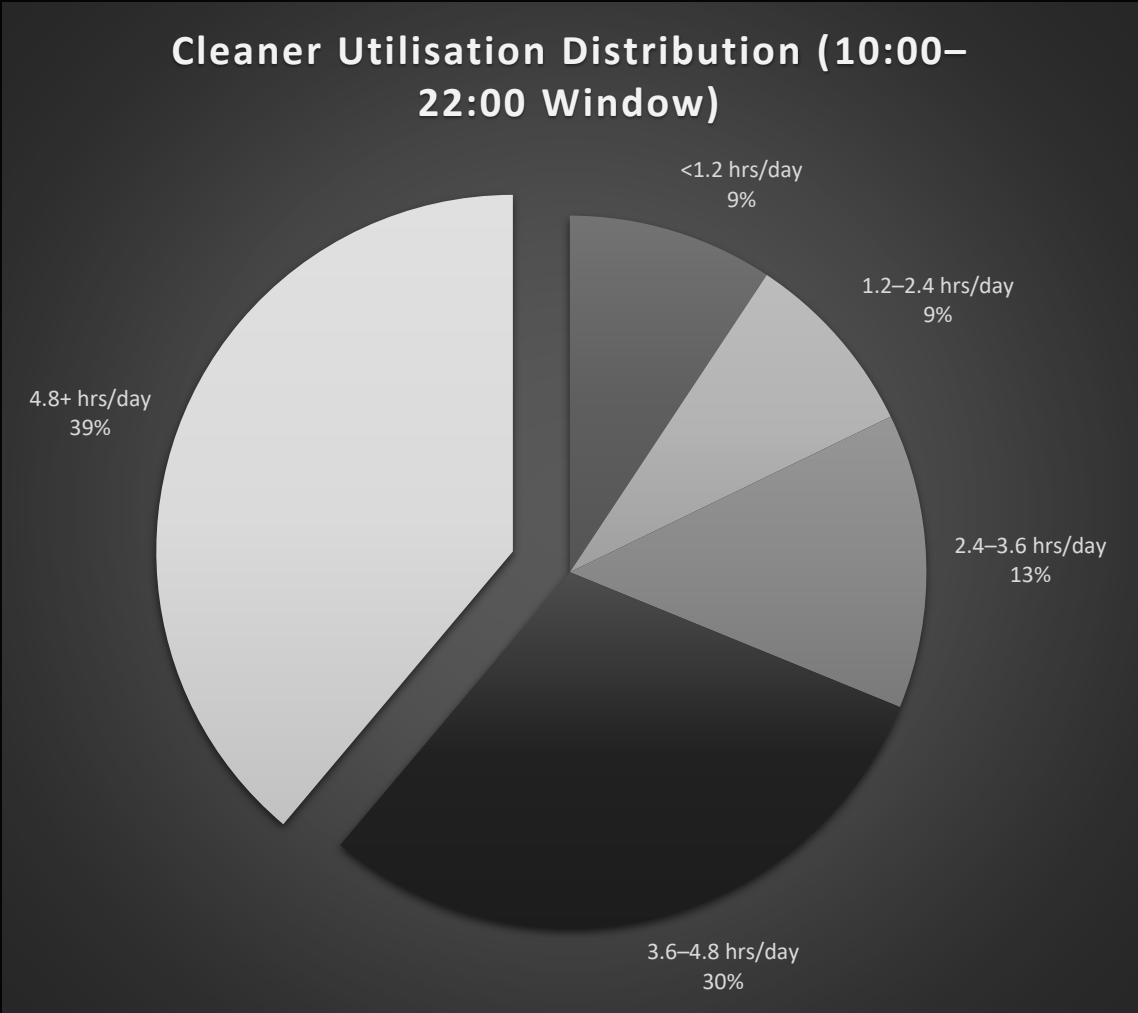
23%

Below 3.6 hrs/day
Utilisation

23 out of 247 cleaners are
underutilized

- Analysis of 247 cleaners reveals significant variation in utilisation rates.

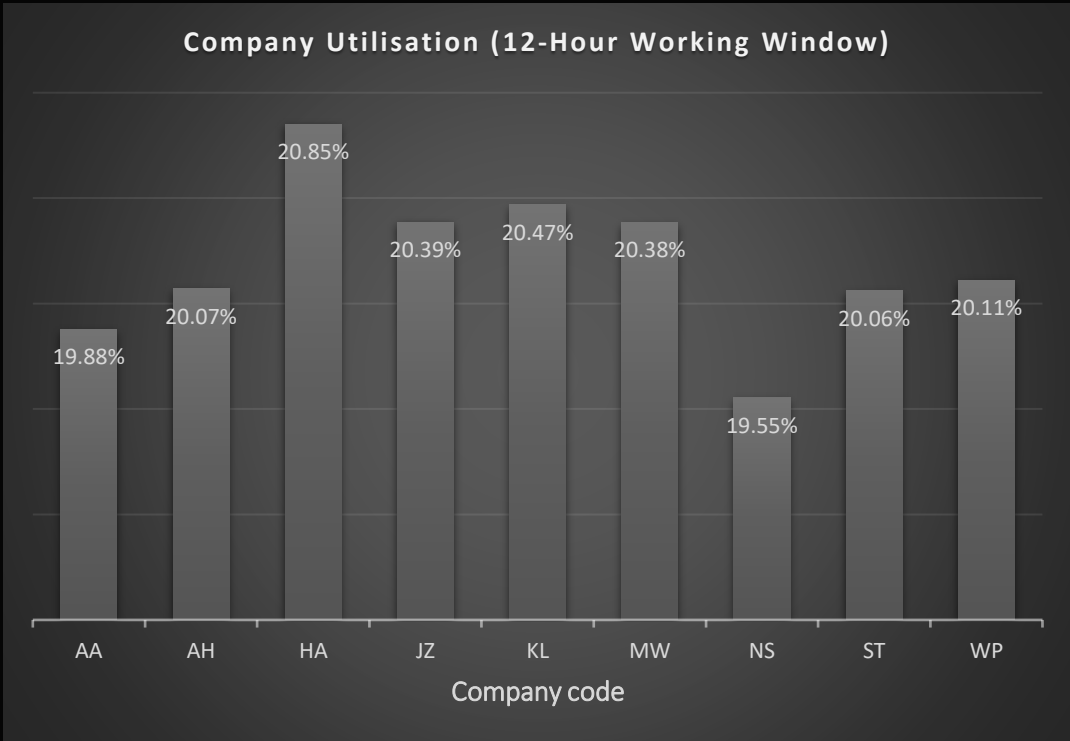
This distribution highlights the need for targeted strategies to optimize allocation for underutilized professionals while maintaining momentum for high-performers.



Company-Level Utilisation Comparison

Key Insights

- Company utilization ranges narrowly between ~19.5% and ~20.9%
- All partners operate at ~20% capacity
- No company significantly outperforms others



Low utilization is a platform-wide issue, not a partner-specific problem.

Conclusion & Recommendations

Key Conclusions –

- **Service quality is strong**, with most cleaners rated above **4.3**, and higher ratings clearly driving repeat bookings
- **Repeat behavior increases sharply** for cleaners rated **4.8+**, making quality a key growth lever
- **Utilization remains structurally low** at **~20% company-wide**, equivalent to **~2.4 hours/day per cleaner**
- **Cleaner utilization is highly uneven**, with demand concentrated among a smaller group while many professionals remain underutilized

Strategic Recommendations -

➤ Improve Service Quality & Retention

- Target coaching and monitoring for cleaners rated below 4.0
- Incentivize and promote high-performing (4.8+) professionals
- Encourage customers to rebook preferred cleaners

➤ Increase Utilization Through Smarter Scheduling

- Stack multiple jobs per cleaner within the same day
- Reduce idle gaps by clustering bookings by time and location
- Introduce dynamic pricing to shift demand into off-peak slots

➤ Optimize Supply–Demand Balance

- Align active cleaner supply with expected demand patterns
- Limit excess availability during low-demand periods
- Set utilization benchmarks (e.g., **6–8 hours/day target**)