

COVER STORY

Turno

FROM HANDS-ON TO HANDS-OFF: THE FUTURE OF VACATION RENTAL CLEANING

Chris Rule,
Head of Customer Success

Dart Bebel,
Head of Growth

Assaf Karmon,
CEO and Co-Founder



First impressions matter. In short-term rentals, spotless spaces and a welcoming ambiance set the stage for an exceptional guest experience.

Providing that experience is a challenge many hosts know all too well—finding, scheduling and paying cleaners who are willing to go the extra mile with attention to detail.

Turno puts this turnover cleaning process for short-term rentals on autopilot.

Hosts and property managers have access to the world's largest 'cleaner marketplace' dedicated to rentals. Leveraging AI-powered technology, its platform allows hosts to schedule vetted cleaners, create checklists, receive images and written documentation of cleaning, and make payments, all necessary to maintain consistent quality standards. These functions ensure that a property showcased in a listing matches guest expectation, providing hosts with peace of mind.

"We stay true to our mission of making vacation rental management easier," says Assaf Karmon, CEO and co-founder.

As an Airbnb host himself, Karmon knew firsthand that managing a rental was much more than a passive income opportunity. Cleaning accounted for 90



percent of the workload, demanding a solution. He leveraged his software engineer skills to develop the Turno app, which significantly reduced the time he spent on a rental turnover. That inspired him to refine it into a platform so other hosts could optimize their operations.

While Turno was originally created as a solution for hosts, it now equally prioritizes the needs of cleaning crews. Cleaners gain the opportunity to bid on vacation rental cleaning jobs in their area, set their own prices and negotiate services. They are paid automatically after each job, creating a win-win ecosystem.

“We give hosts and cleaners their time back by automating processes that were manual and time consuming,” says Karmon. “It brings them as close to a truly passive experience as possible while maintaining the highest standards of quality.”

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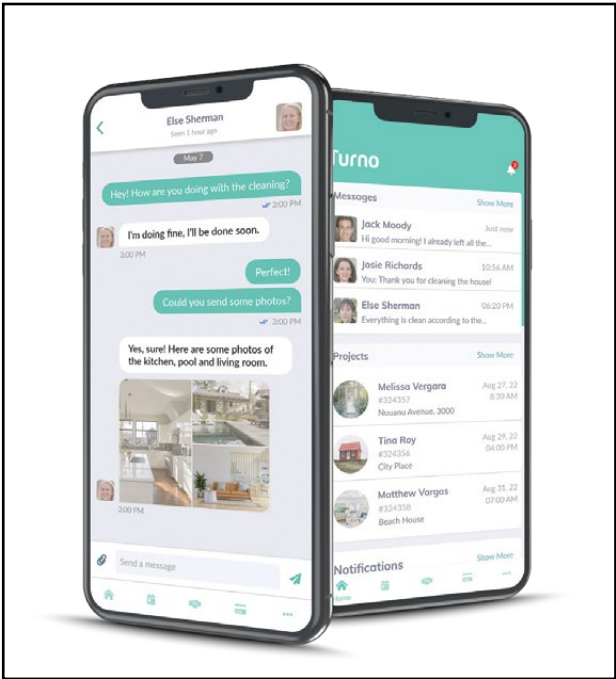
Facilitating Hands-Free Rental Management

Rental management becomes as passive as possible by embracing a philosophy of ‘management by exception.’ The platform automates all routine tasks, requiring user intervention only when exceptions arise.

When the host syncs their rental calendar, the platform automatically imports the bookings, generates cleaning projects based on the guest’s check-in and check-out dates and notifies current or new cleaners. Once a cleaner accepts the job, they can proceed without having to communicate with the host. If no cleaner accepts the project, Turno triggers an alert, prompting the host to take action, such as finding a replacement through the platform.

Its in-app chat serves as the communication channel. Designed to be mobile-friendly, the feature enables hosts and cleaners to send and receive messages instantly. Where there are language barriers, real-time translation capability ensures clear communication.

Customizable checklists outline specific tasks, such as cleaning ovens and microwaves or removing food from the



refrigerator, which can be easily overlooked. Hosts can request photo documentation for specific tasks to verify completion.

A crucial functionality is a problem-reporting system that allows cleaners to report missing items and other issues in real time. Broken doors, non-functional air conditioning and internet outages are flagged as exceptions and hosts are automatically notified for further action. Cleaners can document the damage, giving hosts clear evidence to effectively address the issues with guests.

Hosts are notified when essential items, such as shampoo, toilet paper, coffee pods, batteries, or other supplies need replenishment. The inventory management feature ensures properties are always well-stocked to maintain that exceptional guest experience.

When the work is completed, cleaners complete the checklist and mark the project as finished. The system handles their payment, eliminating the need for any manual intervention.

To further streamline operations, hosts can customize the software to minimize exceptions. For example, they can assign multiple cleaning businesses to a property, creating a backup system where the next one steps in if the first is unavailable.

A Holistic Approach to Quality Control

Turno upholds the quality of its services through measures designed to maintain accountability and professionalism. Every cleaner entering the Turno network undergoes thorough vetting, and an annual background check is required for all U.S. cleaners. Cleaners must provide references from previous vacation rental hosts to validate any stated experience. They are also required to complete training on the platform.

Turno’s commitment to quality is evident in its review system. Hosts can choose cleaning businesses based on reviews from other hosts. Those with low ratings risk losing future job opportunities. This system ensures accountability, encouraging cleaners to consistently maintain high standards.

Offering another layer of feedback on cleaner performance are guest ratings of property cleanliness. This rating is tied back to the cleaner, allowing Turno to maintain a comprehensive record of each cleaner’s performance. This dual rating system of host feedback and guest ratings ensures a comprehensive and transparent approach to managing quality.

Maintaining Trust Through Reactive and Proactive Engagements

Turno’s exceptional service quality earns it a remarkable 99.8 percent success rate. The vast majority of cleanings occur seamlessly, without escalations or low reviews.

In the rare event of a no-show or subpar service, the ‘Turno Guarantee’ kicks in, ensuring customer confidence. Its 24/7 customer success team identifies a replacement cleaner, even reaching beyond typical search parameters, if necessary, to ensure the property is ready on time.

Prioritizing empathy, Turno absorbs the cost differences if a replacement requires a higher fee, particularly in urgent situations. As a marketplace driven in part by customer reviews, the platform inherently encourages cleaner engagement. Cleaners who step in during a time-sensitive situation and deliver great service create new long-term opportunities for their businesses.

Turno has long excelled at customer service, swiftly addressing complaints and resolving issues to maintain a high level of satisfaction. Now, it is transitioning into a more proactive approach. Harnessing data, Turno has begun to identify leading indicators of dissatisfaction and engage with customers before they even realize they have an issue.

“At the heart of any great customer success team is service, really making sure that you’re delivering an incredible customer experience and that your service is top-notch,” says Chris Rule, Head of Customer Success. “The key to our success lies in identifying behavior patterns and intervening early, ensuring that customers know their concerns are heard.”

A poor cleaning review from a host triggers a customer support team response within 30 minutes. It acknowledges the negative experience, reiterates Turno’s guarantee and invites the host to discuss how the platform can better meet their needs moving forward. By addressing concerns head-on, Turno has maintained customer loyalty.

Elevating User Experience through Cutting-Edge Tools

Turno is committed to using advanced technology to drive remarkable achievements.

For example, the diligent use of AI has vastly improved its efficiency. The team understands that hosts and cleaners often have questions that can be answered through help articles and has integrated AI bots trained on these topics. These bots quickly answer straightforward questions. If the issue is complex, customers are immediately connected to a live support agent.

Setting Turno apart is its dedicated AI quality specialist, who ensures the accuracy and helpfulness of AI responses. During the initial three months of implementation, every AI-handled ticket was reviewed by a human to refine accuracy and reliability.

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Integrations and partnerships with leading booking platforms and property management systems further showcase how Turno harnesses the full potential of available tech. It can import critical data from various partners, enabling features like automated scheduling and feedback collection. The ecosystem is continuously evaluated to identify potential partnerships and integrations that can enhance the overall experience.

“In almost every meeting we’re in, we’re trying to ask ourselves the question, how can we help as many people as possible?” says Dart Bebel, Head of Growth. “We’re committed to partnering with other innovators and leaders in the space to continue driving the industry forward and build solutions that deliver tangible financial and operational value to hosts.”

Turno is currently focused on enhancing its capabilities to automatically generate maintenance projects based on issues reported by cleaners. This innovation allows problems to flow directly to the maintenance team, streamlining the process and minimizing the need for manual intervention. The goal is to make the system as automated as possible, ensuring smoother and faster resolutions, and to continue delivering a seamless, passive property management experience for its growing customer base. |||