

Flowdesk

Every enquiry
has an owner

A shared workspace
for service teams



The handoff problem

- 01 A form captures the request
- 02 An inbox holds the conversation
- 03 A spreadsheet tracks the work

The missing link

Who responds next?

Ownership gets lost
between tools.

One shared queue

**Capture.
Assign.
Follow through.**

A named owner

Every lead has someone responsible for its next step.

A visible next action

Status and reminders keep the handoff in view.

The next action, in one view

An illustrative queue for a small service team

Enquiry	Owner	Status	Next action
Office cleaning	Morgan	New	Review brief
Garden maintenance	Alex	Quoted	Follow up Friday
Vehicle detailing	Taylor	Booked	Confirm arrival

Small service teams

2–20

people per team

An initial audience hypothesis

Cleaning
Landscaping
Auto detailing

Illustrative annual spend

\$9.48m

One subscription per team

\$79

per month

Shared enquiry queue

Owner assignment

Follow-up reminders

A focused place in the toolkit

Approach	Strength	Trade-off
Shared inbox	Easy to start	Ownership can be unclear
Spreadsheet	Flexible tracking	Manual updates
Full CRM	Broad capabilities	Setup and training
Flowdesk concept	Focused enquiry queue	Narrower feature set

A six-week pilot

01

Weeks 1–2

Interview 10 teams.
Observe the current
enquiry process.

02

Weeks 3–6

Pilot with 5 teams.
Measure response
time and weekly use.

Decision gate

**Continue if teams use the queue
and agree to pay.**

Revenue at three team counts

Illustrative annual revenue at \$79 per team per month



\$568.8k

at 600 average
paying teams

teams × \$79 × 12

A clearer next step

One intake process.
One focused pilot.

Review the current workflow
and define the first pilot together.



Tidewell

A calmer start
to every workday.

A workplace-cleaning proposal with editable tables, slide animation and a browser presentation.

12

COMPLETE SLIDES

Tidewell

A calmer start to every workday.

Workplace cleaning proposal
Prepared for the fictional Cedar House team

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01

Slide 01

A weekly rhythm that stays manageable

Monday	Wednesday	Friday
Full standard checklist	Full standard checklist	Full standard checklist
Reception detail rotation	Kitchen detail rotation	Meeting-room detail rotation
Record issues and supplies	Record issues and supplies	Weekly review with lead

Each visit: 2 people x 2 hours. Detail tasks rotate within the agreed visit time.

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05

Slide 05

A four-step mobilisation plan

Step	Timing	Output
Walkthrough	Before approval	Confirm room list, access and hazards
Scope sign-off	Before scheduling	Agreed checklist and final quotation
First visit	Agreed start date	Baseline notes and visit report
Service review	After four weeks	Checklist adjustments and agreed actions

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08

Slide 08

A complete proposal, with a clear sequence.

Made to present.

01 **Animated PowerPoint**

Twelve complete slides with editable text and tables.

02 **Matching PDF**

A static version for sending, reading and portfolio review.

03 **Browser viewer**

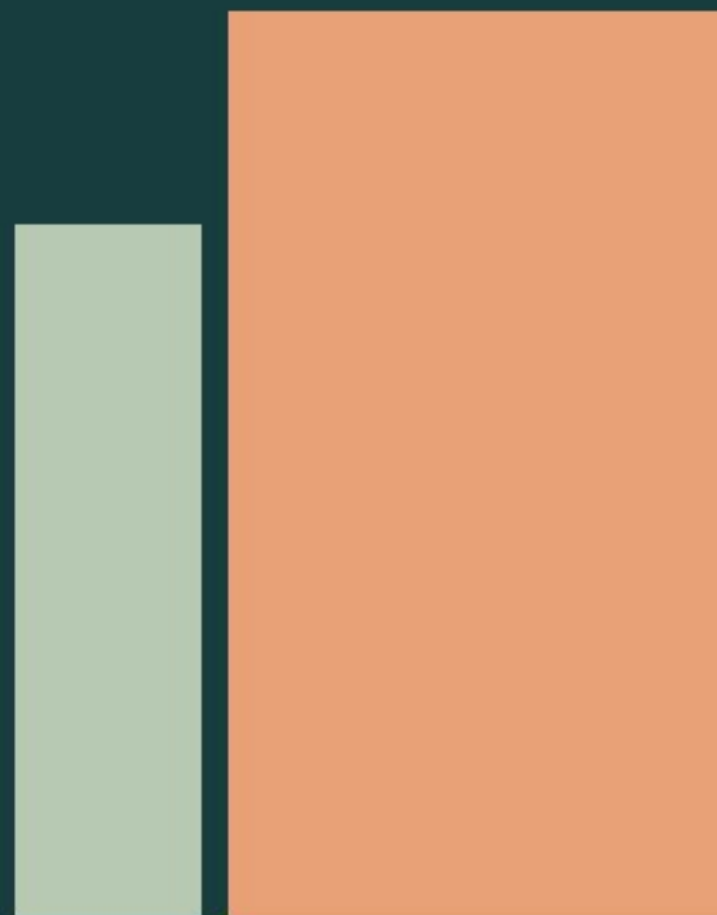
Slide selection, swipe navigation and animation replay.

[Explore the working demonstration](#)

Tidewell

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Workplace cleaning proposal
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The brief: care for a busy shared office

01

A predictable routine

A 420 m² office with 30 desks, two meeting rooms, a shared kitchen and washrooms.

02

Work around the team

Three evening visits each week. Sensitive rooms remain locked and outside scope.

03

Make quality visible

A named lead, a visit checklist and a clear route for reporting anything missed.

A service built around the space

CLEAN RESET REPORT

Remove everyday dust and surface marks.

Leave shared areas ready for the morning.

Log exceptions before closing the visit.

What each visit includes

Zone	Included work	Frequency
Workstations	Clear surfaces and touchpoints	3 visits / week
Kitchen	Counters, sink and visible spills	3 visits / week
Washrooms	Fixtures, floors and consumables check	3 visits / week
Floors	Vacuum, mop and spot clean	3 visits / week
Meeting rooms	Tables, handles and floor reset	3 visits / week

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Each visit: 2 people x 2 hours. Detail tasks rotate within the agreed visit time.

Quality means a clear acceptance check

A

Before leaving

The visit lead completes the room checklist and records access or supply problems.

B

If something is missed

The client flags the room and task. The lead reviews it and agrees a correction.

C

After the first month

Review the checklist, recurring issues and visit time before changing the scope.

People, access and responsibility

2

Cleaning team

Two assigned cleaners per visit. Changes to the named team are communicated in advance.

1

Visit lead

Owens the checklist, secures the agreed rooms and reports unresolved exceptions.

1

Client contact

Provides access instructions and confirms any changes to security or restricted rooms.

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An illustrative monthly price

EUR 1,248

48 labour-hours x EUR 26 per hour

Assumption	Basis
Weekly plan	3 visits x 2 people x 2 hours
Billing illustration	4-week month = 48 labour-hours
Included	Routine supplies and agreed cleaning tasks

Fictional pricing example. Taxes, calendar-month billing and the final fee require agreement.

Keep additional work explicit

Standard scope	Separate quotation
Accessible work surfaces	Personal items and desk decluttering
Routine floor cleaning	Specialist stain treatment
Interior touchpoints	Exterior glass or work at height
Normal waste bins	Hazardous or regulated waste
Agreed evening access	Emergency or out-of-hours requests

The client makes the routine possible

01

Before the start

Confirm the site contact, access process, alarm instructions and any restricted areas.

02

Before each visit

Keep agreed surfaces accessible and flag hazards or unusual site activity.

03

During the service

Review issues, approve scope changes and provide consumables where agreed.

Ready for a site walkthrough?

Confirm the space.

Agree the checklist.

Choose the start date.

This proposal is a fictional portfolio demonstration.
Names, property details and prices are illustrative.