



The Rising Pile of Laundry

A Practical Guide To Ins
and Outs of On-Demand
Laundry Business



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The Rising Pile of Laundry

Consumer demand for on-demand is growing rapidly, bringing about radical changes in the sector. Home delivery and click & collect operations, which used to be regarded as “maybe one-day” services, are now considered “must-haves” by launderers.

Considering the lightning speed at which technologies are evolving and consumer tastes are becoming more convenience-focused, it's no surprise that laundry has moved online providing convenience.

Indeed, according to a recent FMI/Nielsen survey, online on-demand laundry service market was valued at around



The global online on-demand laundry service market is expected to exhibit a CAGR of around 34% between 2017 & 2024.



While the larger chains may lead the way with their innovations, as time goes by, all laundry businesses will have no choice but to learn how to quickly and efficiently go online, fulfill online orders while providing smooth and seamless pick-up and delivery experiences.

There are no right or wrong answers as to how laundry business should build and manage their operations, but this white paper will address the most important questions that need to be considered:

- 01** How can laundry chains gain market share in a rapidly changing landscape?
- 02** How can chains quickly scale up and make the economics work?
- 03** What can launderers do to ensure the success of their online business operations?
- 04** What key challenges will Laundry business face once they start operations?

Moving Quickly From Why To How



Uber

Need to get somewhere but don't have a car?
Schedule a ride through Uber.

GRUBHUB

Don't feel like going out to eat?
Use GrubHub to order from a nearby restaurant and have your meal delivered.

amazon

Looking for a birthday gift for a friend? Go shopping on Amazon to find that perfect item and have it shipped right to your door or theirs.

The ease with which consumers can connect with businesses through the apps on their smartphones or the websites accessible from their personal computers has never been greater.

The idea of wash/dry/fold isn't new—60% of store owners offer the service, according to the 2014 Coin Laundry Association Industry Survey. Neither is the concept of pickup and delivery.

But developing an app through which a customer can order laundry service, share preferences, and request delivery is a relatively new trend. A number of players have entered the market in hopes of capturing the do-it-for-me crowd.



Addressing the Challenge Of On-Demand Laundry Business

01 Low Returns on Investment

There is a huge gap between the number of people who know about delivery services and the number of people who have actually used them. Overcome this challenge by finding a sustainable customer pool ready to pay an incremental price for this convenience by providing online ordering apps and websites.

03 Scaling up the service

Many on-demand players act as aggregators. Bringing about uniformity in service quality that is at par with an in-house team delivers could be one of the challenges

05 Addressing consumer skepticism

One of the biggest challenges to a successful service is providing the quality and freshness customers are accustomed to. The risk associated with this business does not convert into a proper reward.

02 Providing Quality Experience

Adopting technologies that enable and support omni-channel operations goes hand-in-hand with offering consumers an enjoyable digital experience of placing a request, having it picked up and delivered back on time.

04 Ensuring accurate delivery

Customer not at home, so no pickup/delivery, the inability of the delivery team to pick up / drop the clothes, inability to reach the house at the given time slot, miscommunication between the customer and delivery personnel pose threat.

THE KEY: CUSTOMER-CENTRIC OPERATIONS

In order to establish a clear competitive edge, laundry chains must establish customer-centric operations. This is the only way for them to provide their customers with frictionless pickup and delivery experiences while streamlining their entire delivery ecosystem - from management at HQ to merchants, from the innovation and marketing departments to the field staff including dispatchers, drivers and support, and all the way to the customers at the heart of the whole operation.

OPERATIONAL EFFICIENCY

The most effective way to manage your front-end

Scalable operations:

Smoothly ramp up resources exactly when you need them

Elastic management:

Flexibly use multiple fleets (internal, third-party, crowdsourced, etc.)

Real-time visibility:

Comprehensive data regarding driver/ order location at all times

Complete automation:

Hands-free tools for fully streamlined ordering processes

OPTIMIZED EXPERIENCE

Create the perfect pickup & drop experience for everyone

Ideal customer experiences:

Frictionless and smooth, customized to their needs

End-to-end unified control:

Complete brand oversight over the entire logistics process

Smart real-time alerts:

Identify and handle service issues before they become a problem

Higher customer satisfaction:

Increase customer engagement and recurring orders

COST-EFFECTIVE PERFORMANCE

Automation enables making more deliveries with fewer resources

Increased revenues:

Frictionless and smooth, customized to their needs

Faster time to delivery:

Optimized driver routes and fewer undelivered packages

Reduced operational costs:

More efficient labor utilization and lower expenditures

Improved employee retention:

Better tools for engagement and compensation

SUMMARY

As launderers adopt multi-channel operations, they will open themselves up to a new digital world that offers no shortage of advantages for both the company and their customers. Gaining a strong online and in-app presence will enable laundry to offer enhanced customer experiences across multiple channels.

The Laundry industry is ripe for change and there's never been a more exciting time to be in the business. Chains that leverage omnichannel operations and deliveries as a core pillar of their business rather than as 'just another channel' will outperform their competitors as the battle for market share intensifies. The opportunities that come with them will reap the benefits of a deeper bond with their customers - turning technology and operational efficiencies into superior brand experiences and lasting customer loyalty.



For more information on how to run an online marketplace,
www.jungleworks.com/resources