

HELLODHOBBI

Door-to-door laundry,
ironing, and dry cleaning
services on demand



BUSINESS CHALLENGES

- Easy scheduling and dispatching of tasks.
- Track pickups and deliveries in real time.
- Keeping customers informed about the status of their laundry.



SOLUTION

- 'Auto-Assignment' to assign pick and delivery tasks to best suitable driver.
- 'Real-Time Tracking' to keep a check on drivers to ensure timely service delivery.
- 'Notifications to customers' to help customers track their delivery status.
- 'Route Optimization' to choose the shortest path to the customer's location.



BUSINESS RESULT

- 40% increase in the number of new users.
- 30% increase in the number of existing users purchasing a subscription.
- Improved transparency in pickup and delivery.

HELLODHOBBI – DELIVERING CONVENIENT LAUNDRY EXPERIENCE WITH TOOKAN

HelloDhobi, based out of Maharashtra, India, is an on-demand door-to-door laundry, ironing and dry cleaning service with a 24 hour turnaround time. They provide various services including Wash & fold, Ironing, Dry cleaning, Shoe & bag cleaning, Commercial laundry, Starching, Bleaching, Dyeing, and Stain removal. Their vision is to provide the simplest and most convenient laundry experience in India.

CHALLENGES

Hello Dhobi wanted to streamline their delivery operations right from the pickup to final delivery while also providing their customers an option to track their orders.

Scheduling and Dispatching Tasks: As the number of customer orders were increasing, manual scheduling and dispatching of new tasks was taking unnecessary time and getting difficult to manage. Hello Dhobi team needed a system to efficiently manage the logistics and assign tasks to runners/delivery personnel.

Tracking Field Workforce: HelloDhobi didn't have the capability to manage and track the location of their mobile workforce in real time. This made it difficult for the them to plan their resources and deploy them in an efficient manner.

Informing Customers: In the existing system, there was no way where customers could track their laundry delivery status in real time.

SOLUTION

API Integration & Auto-Assignment: The website of HelloDhobi was integrated with Tookan through its open APIs. As soon as a request was placed on the website, the task would be automatically created in Tookan and assigned to the most suitable delivery personnel with the help of "Auto-Assignment" feature. Further, using Tookan's bulk upload feature, the management was able to create multiple tasks in one go. This reduced the manual effort to a great extent.

Real-Time Tracking: With the help of real time tracking capabilities on the Tookan's Dashboard, HelloDhobi was able to track the exact locations of their drivers and use them more efficiently thus reducing the idle capacity.

Notifications to customers: Timely notifications regarding the pickup and delivery of the laundry were sent to the customers through SMS and email notifications. It helped customers track the delivery status as well as plan their availability for pickup and delivery.

OUTCOME

Tookan's approach of setting up a simple yet effective delivery management system did wonders for HelloDhobi. The business saw a 30% increase in the number of existing users purchasing a subscription and 40% increase in the number of new users using their platform.