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tweet us for a surprise

#laundrapp

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digital entrepreneur / 20 years experience

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Mind Candy®

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Moshi Monsters™

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"How Laundrapp leveraged technology to disrupt laundry & dry cleaning…"

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"…and some insights along the way"

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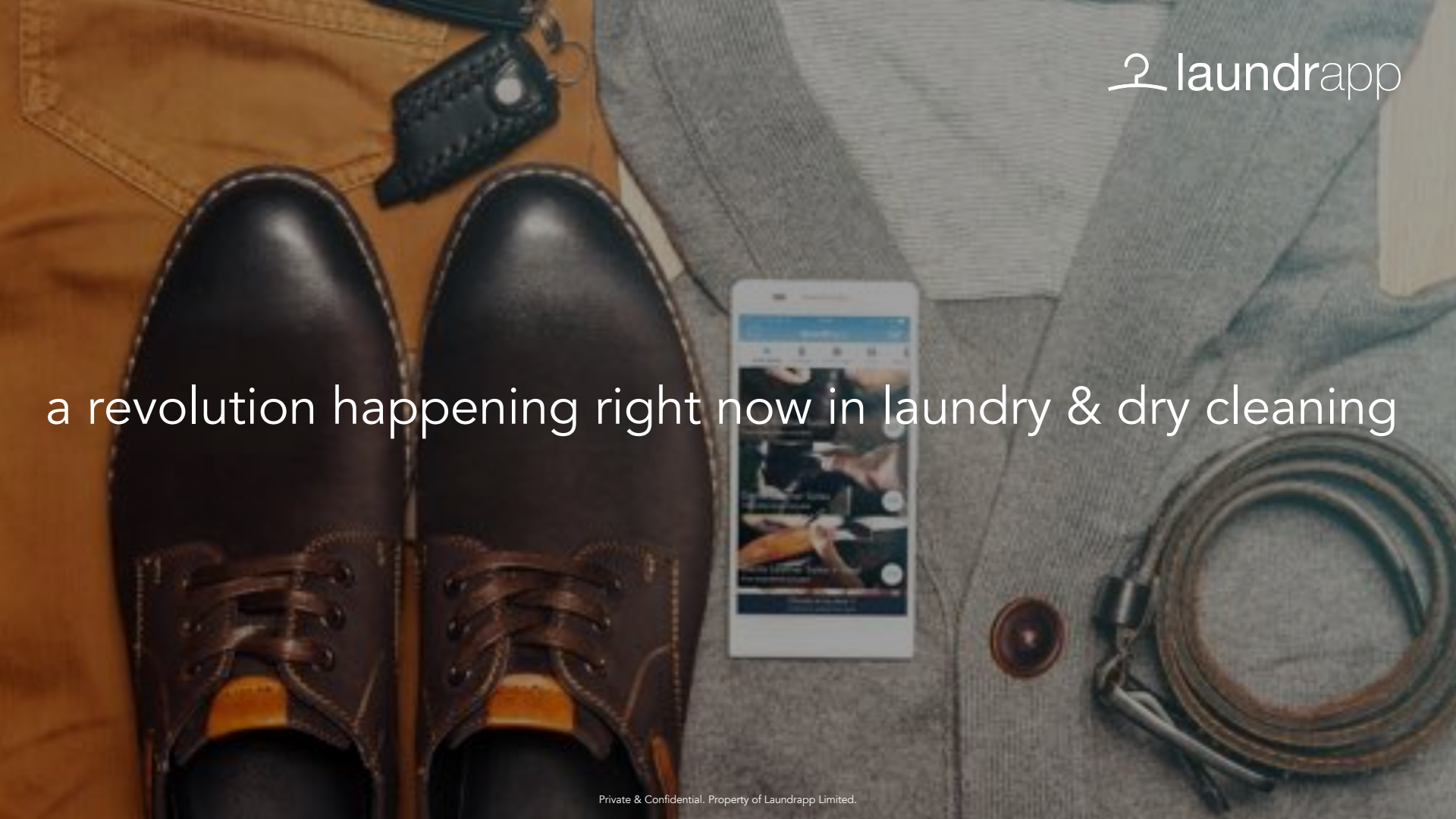

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that revolution is digital

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UBER

DELIVEROO

PROPER FOOD, PROPER DELIVERY

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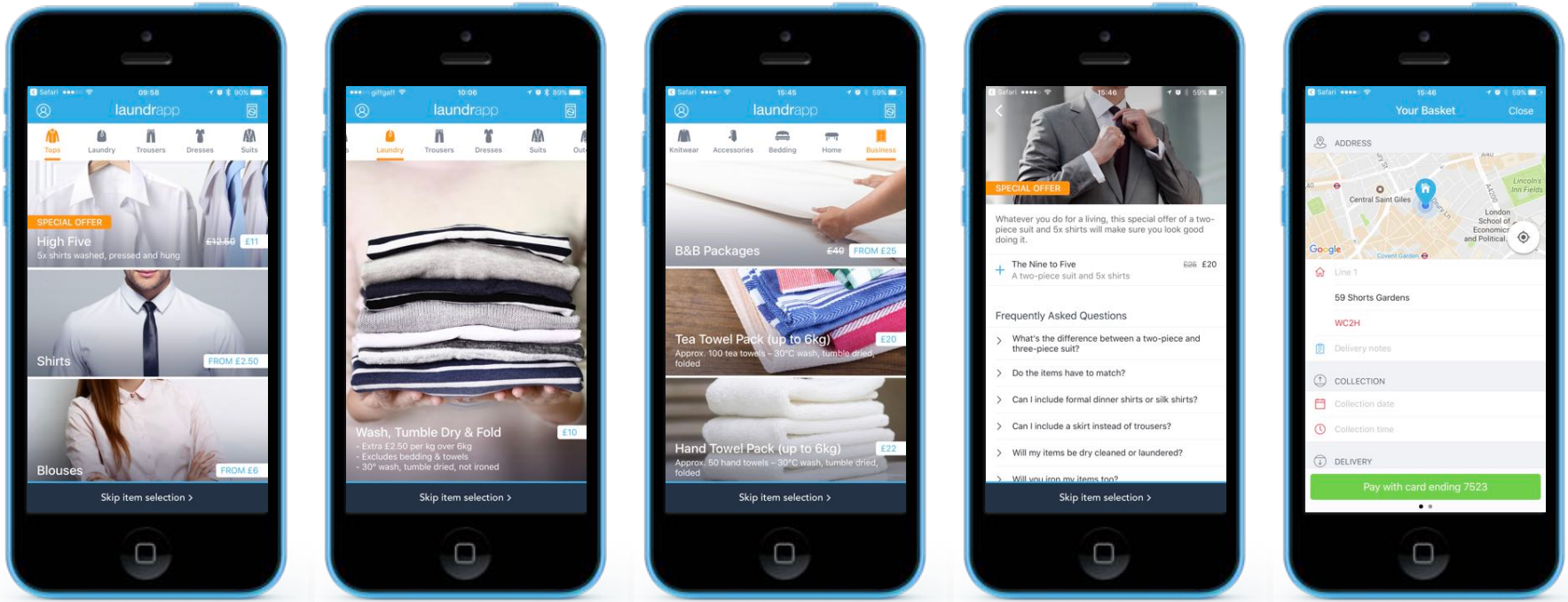
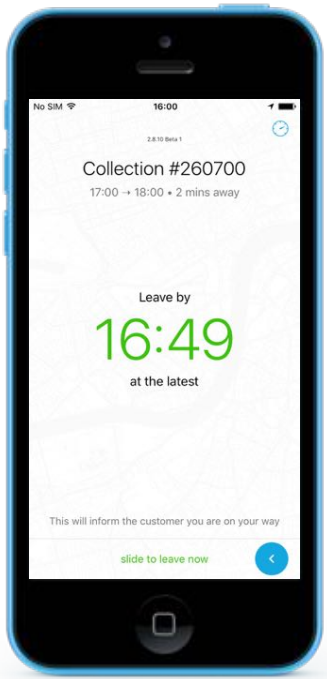
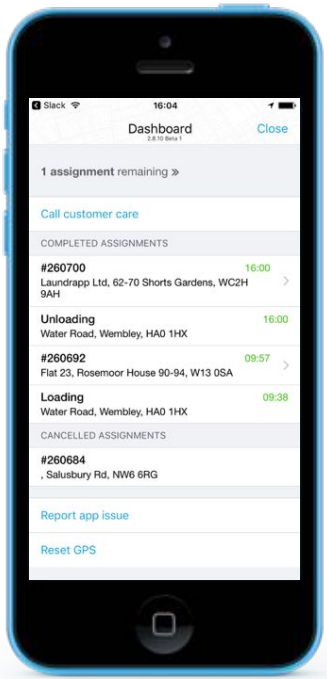
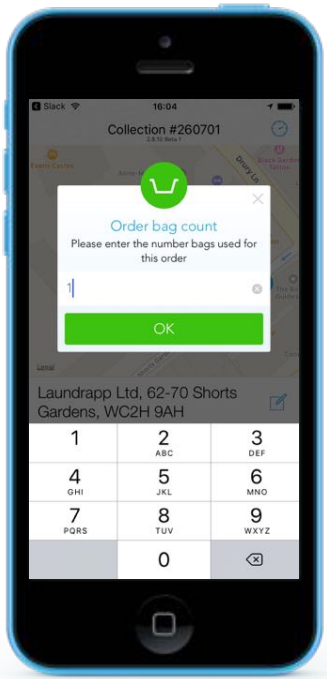
laundrapp Drive

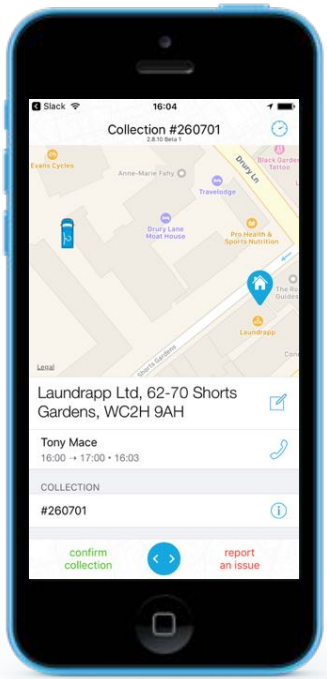
laundrapp Pulse

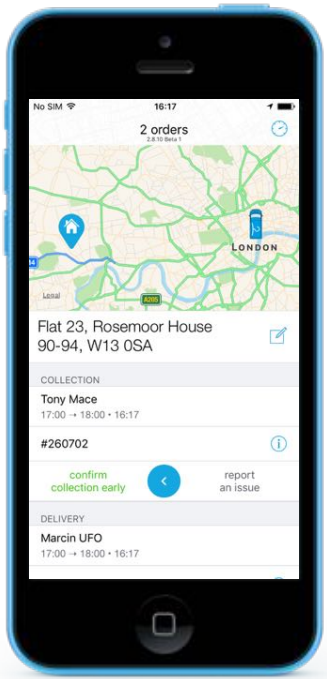

laundrapp
Tops
Laundry
Trousers
Dresses
Suits
SPECIAL OFFER
High Five
5x shirts washed, pressed and hung
£12.50
£11
Shirts
FROM £2.50
Blouses
FROM £6
Skip item selection ›
laundrapp
Laundry
Trousers
Dresses
Suits
Wash, Tumble Dry & Fold
£10
- Extra £2.50 per kg over 6kg
- Excludes bedding & towels
- 30° wash, tumble dried, not ironed
Skip item selection ›
laundrapp
Knitwear
Accessories
Bedding
Home
Business
B&B Packages
£40
FROM £25
Tea Towel Pack (up to 6kg)
£20
Approx. 100 tea towels – 30°C wash, tumble dried, folded
Hand Towel Pack (up to 6kg)
£22
Approx. 50 hand towels – 30°C wash, tumble dried, folded
Skip item selection ›
SPECIAL OFFER
Whatever you do for a living, this special offer of a two-piece suit and 5x shirts will make sure you look good doing it.
The Nine to Five
A two-piece suit and 5x shirts
£26
£20
Frequently Asked Questions
What's the difference between a two-piece and three-piece suit?
Do the items have to match?
Can I include formal dinner shirts or silk shirts?
Can I include a skirt instead of trousers?
Will my items be dry cleaned or laundered?
Skip item selection ›
Your Basket
Close
ADDRESS
Central Saint Giles
Line 1
59 Shorts Gardens
WC2H
Delivery notes
COLLECTION
Collection date
Collection time
DELIVERY
Pay with card ending 7523

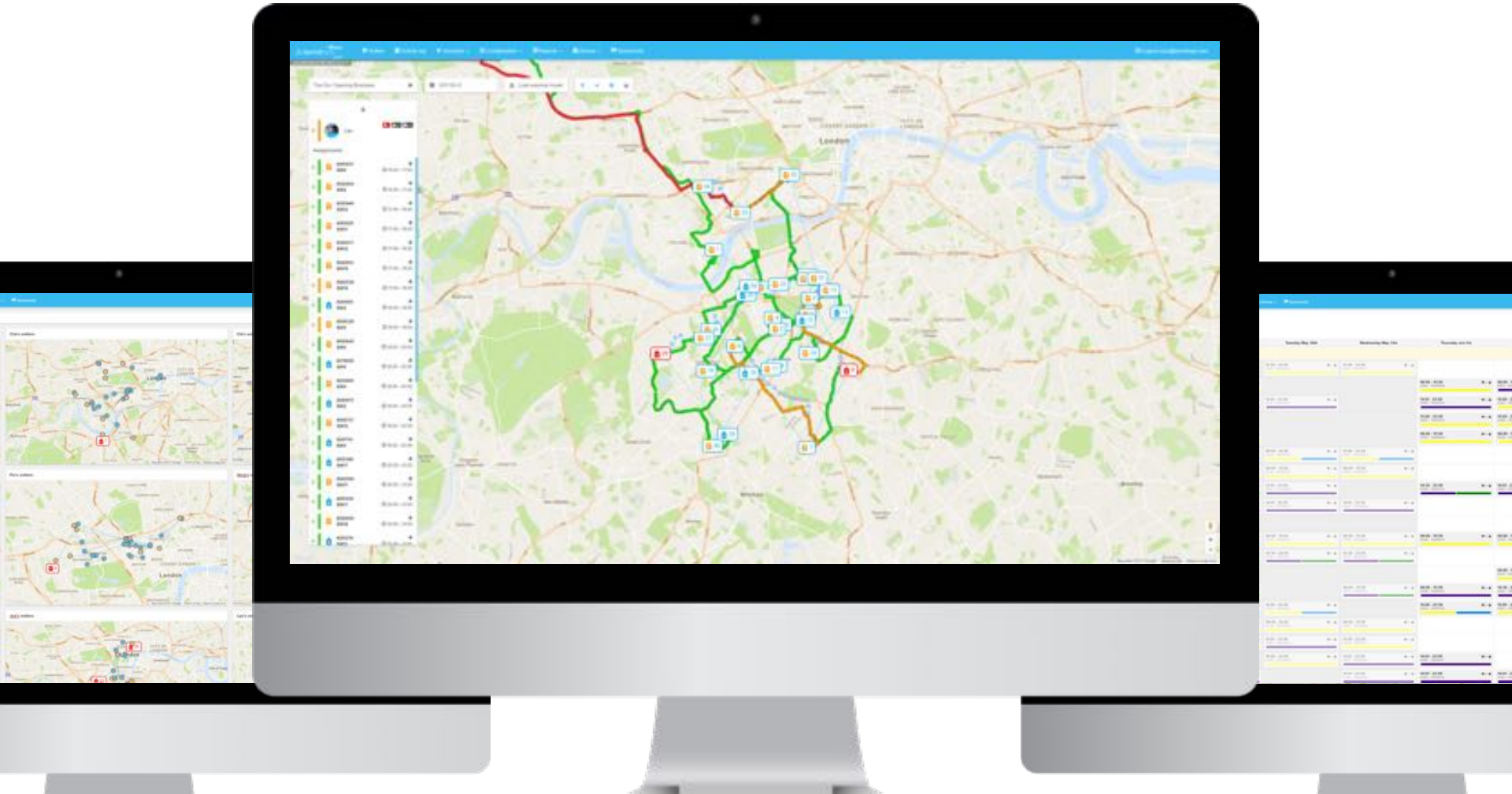

No SIM
16:00
Collection #260700
17:00 → 18:00 • 2 mins away
Leave by
16:49
at the latest
This will inform the customer you are on your way
slide to leave now


Slack
16:04
Dashboard
Close
1 assignment remaining »
Call customer care
COMPLETED ASSIGNMENTS
#260700
16:00
Laundrapp Ltd, 62-70 Shorts Gardens, WC2H 9AH
Unloading
16:00
Water Road, Wembley, HA0 1HX
#260692
09:57
Flat 23, Rosemoor House 90-94, W13 0SA
Loading
09:38
Water Road, Wembley, HA0 1HX
CANCELLED ASSIGNMENTS
#260684
, Salusbury Rd, NW6 6RG
Report app issue
Reset GPS


Slack
16:04
Collection #260701
Order bag count
Please enter the number bags used for this order
1
OK
Laundrapp Ltd, 62-70 Shorts Gardens, WC2H 9AH
1
2 ABC
3 DEF
4 GHI
5 JKL
6 MNO
7 PQRS
8 TUV
9 WXYZ
0


Slack
16:04
Collection #260701
Laundrapp Ltd, 62-70 Shorts Gardens, WC2H 9AH
Tony Mace
16:00 → 17:00 • 16:03
COLLECTION
#260701
confirm collection
report an issue


No SIM
16:17
2 orders
LONDON
Flat 23, Rosemoor House 90-94, W13 0SA
COLLECTION
Tony Mace
17:00 → 18:00 • 16:17
#260702
confirm collection early
report an issue
DELIVERY
Marcin UFO
17:00 → 18:00 • 16:17



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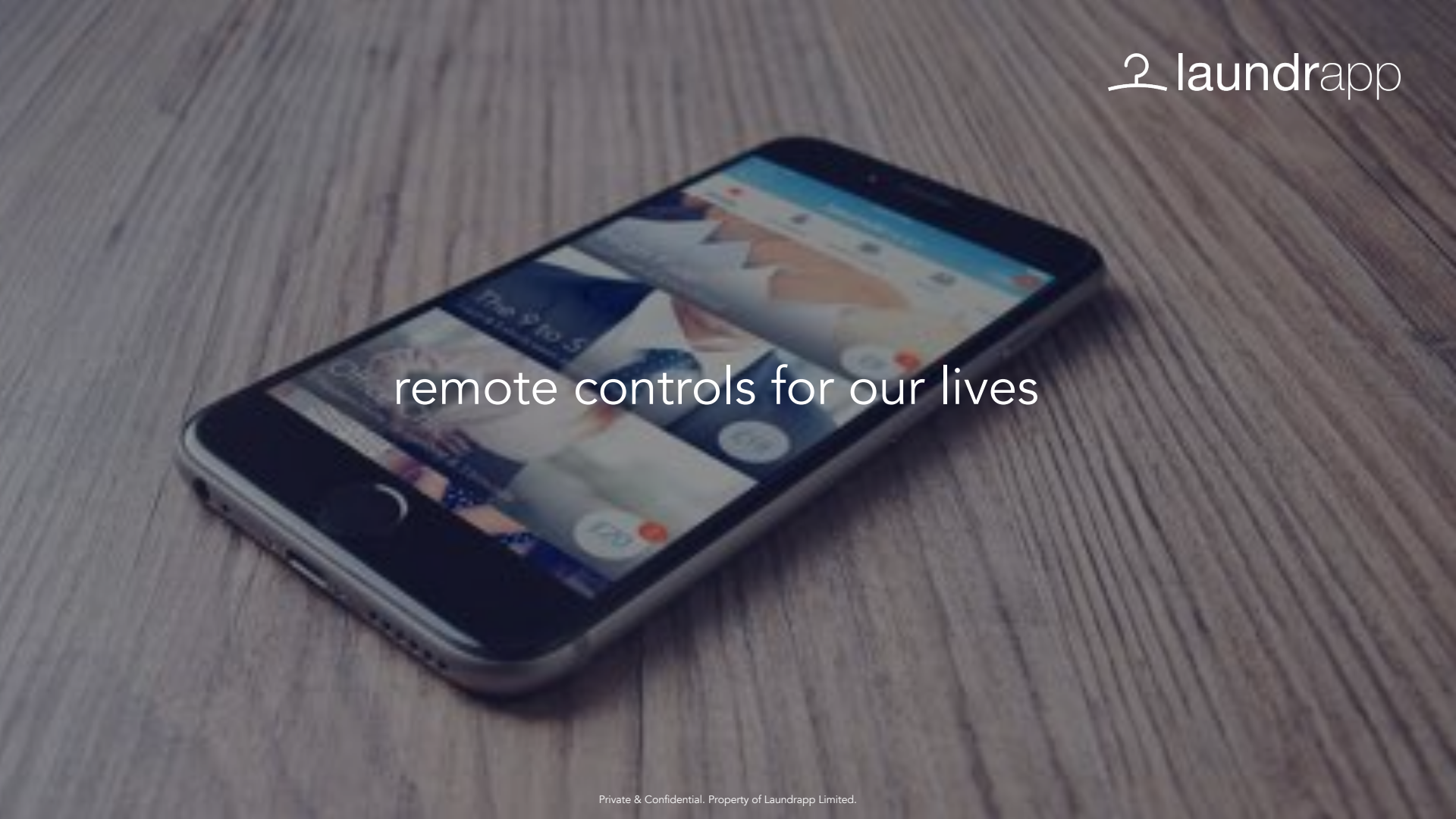

remote controls for our lives

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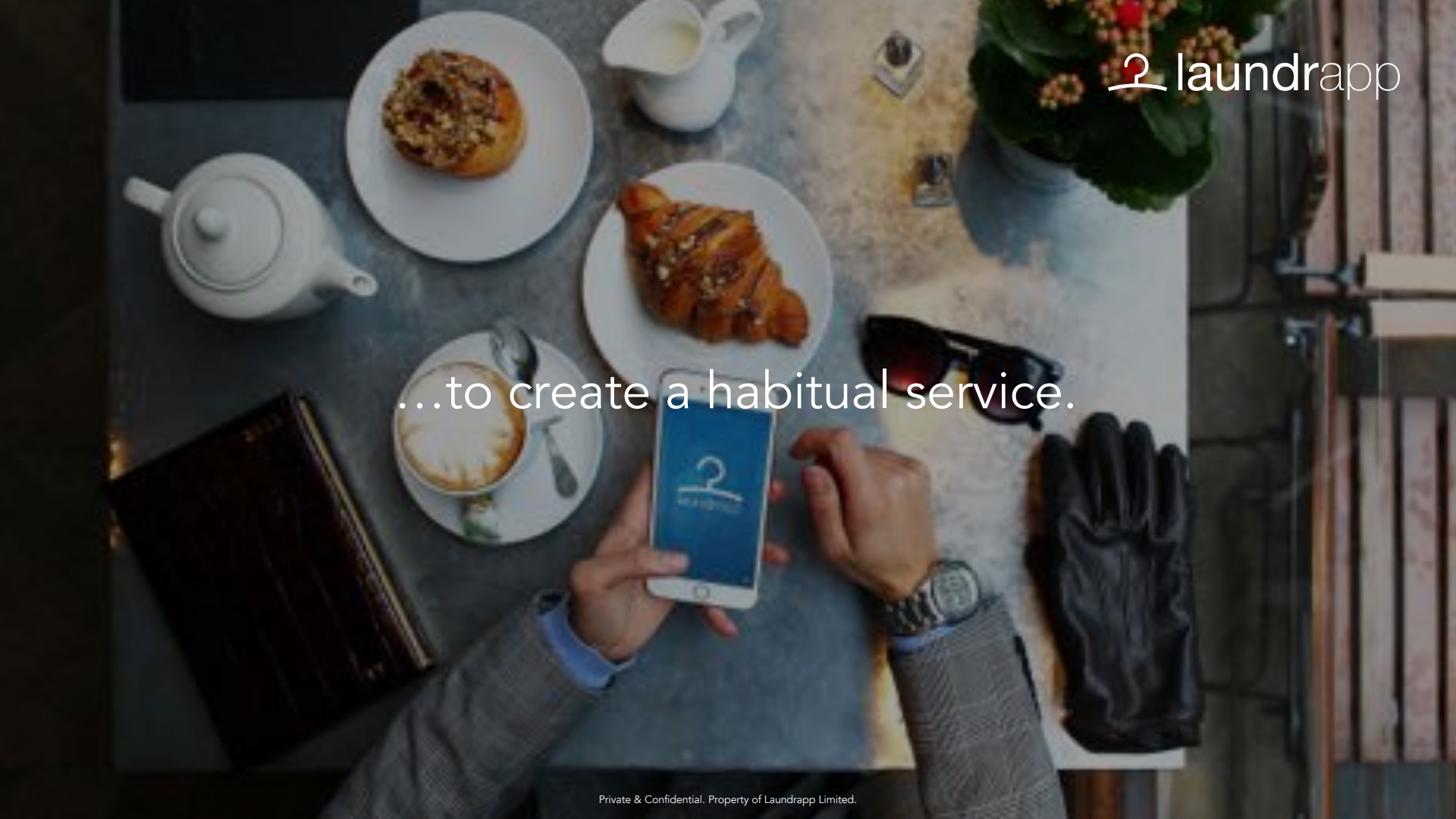

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…change is easier to influence before habit is formed

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take war to the washing machine!

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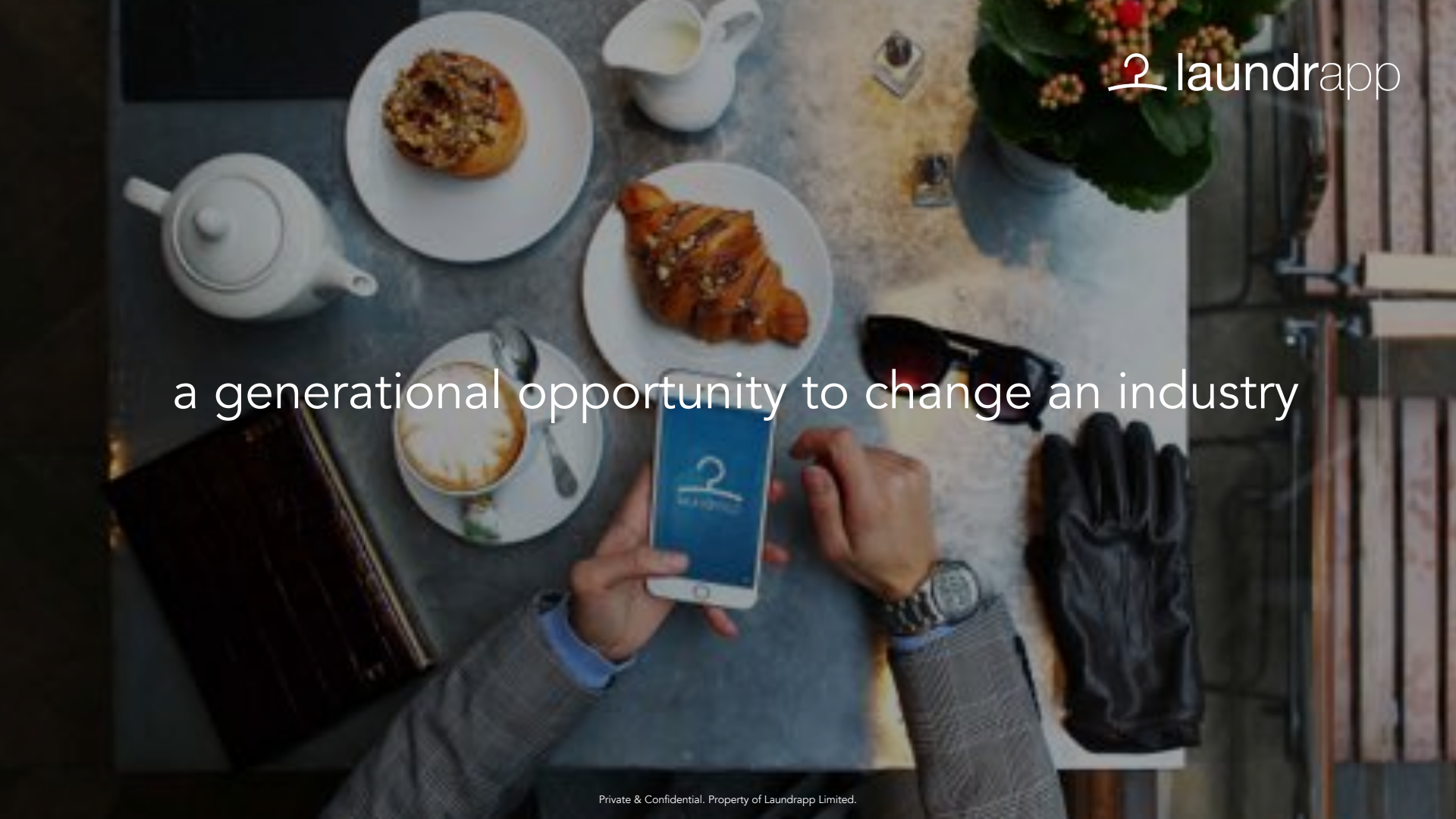

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so how did we achieve this?

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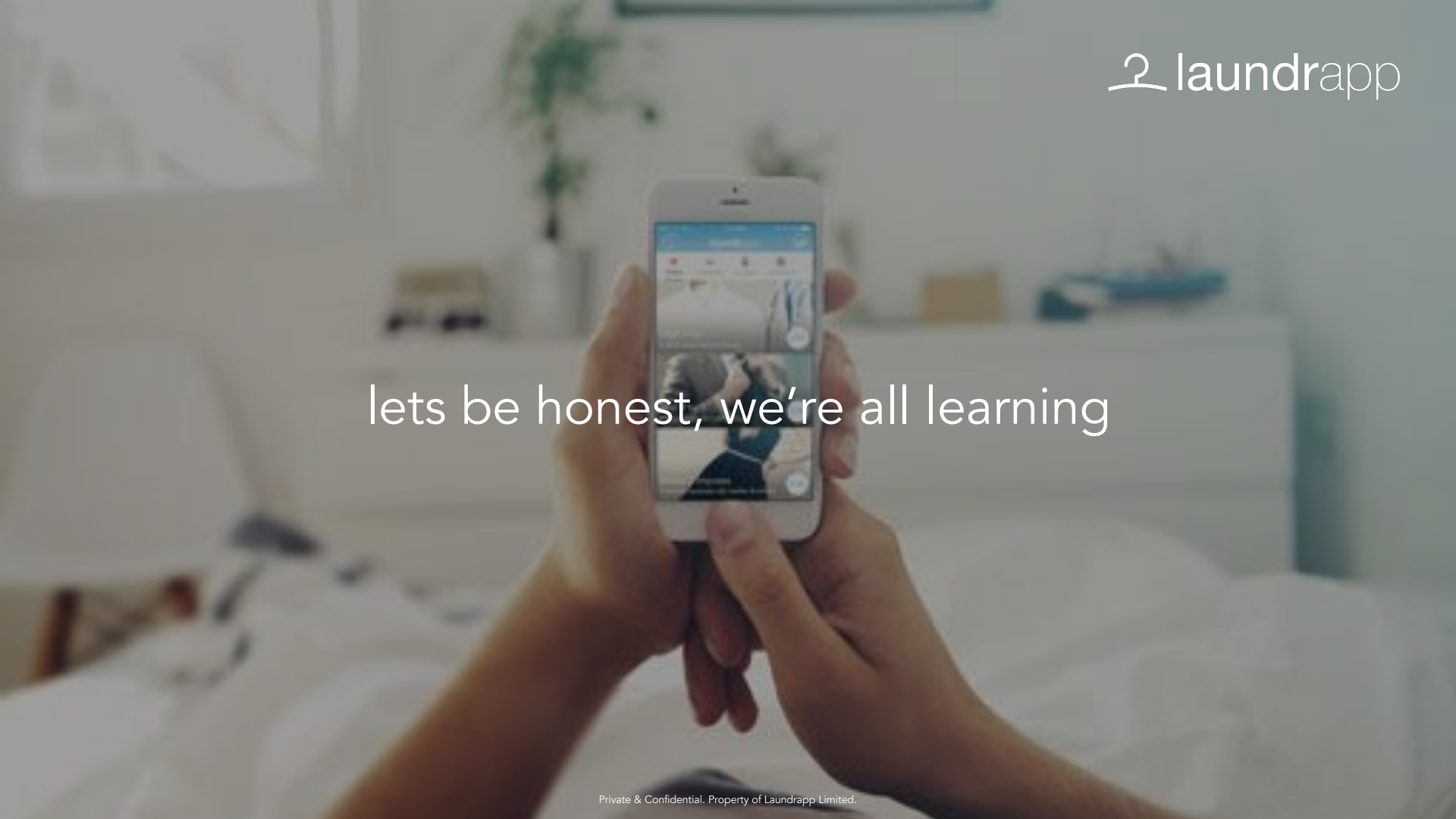

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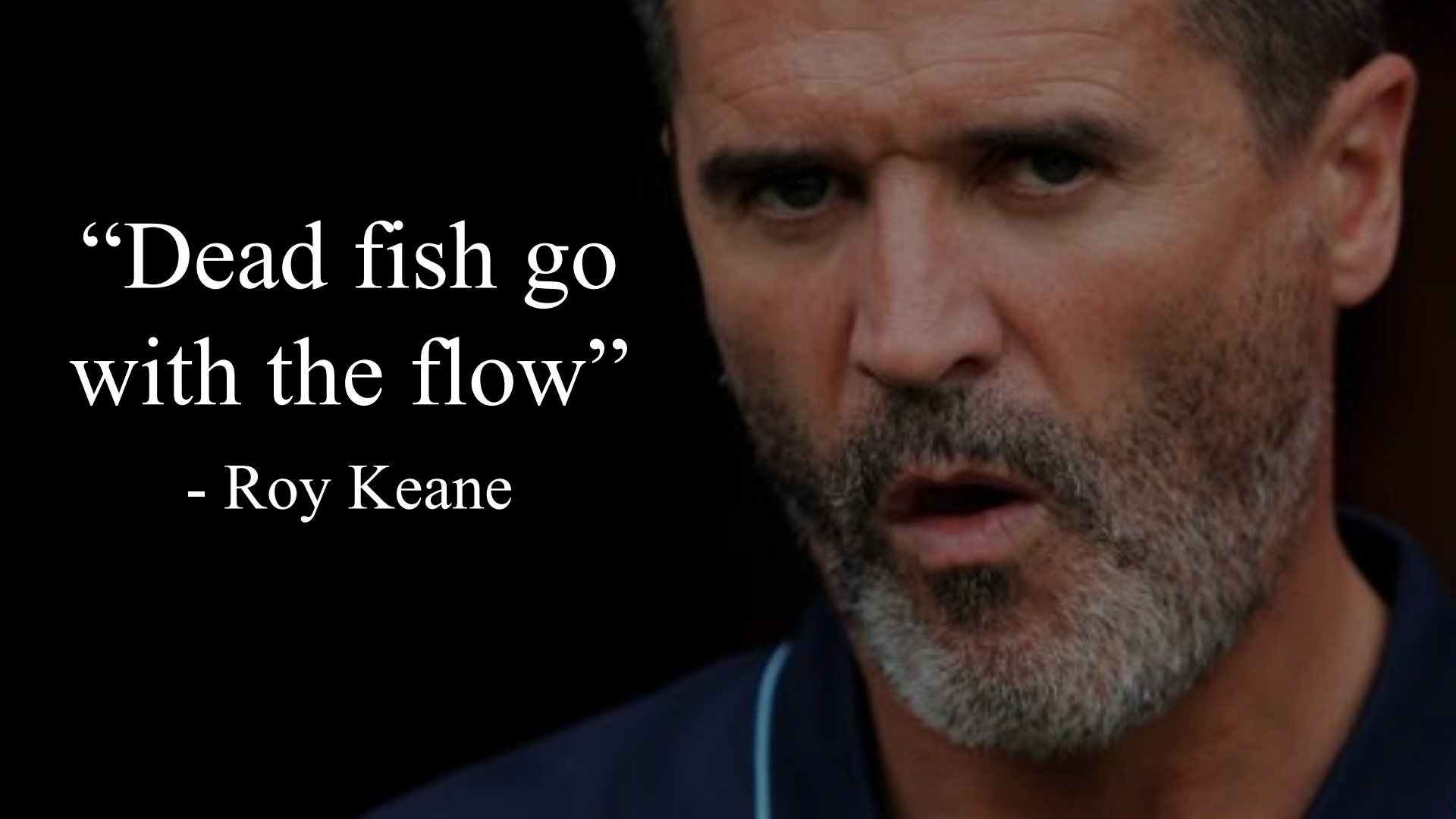
“Dead fish go with the flow”
- Roy Keane

"If you never want to be ridiculed, don't do anything new."

- Jeff Bezos

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If we truly want to innovate we need to comfortable with being uncomfortable

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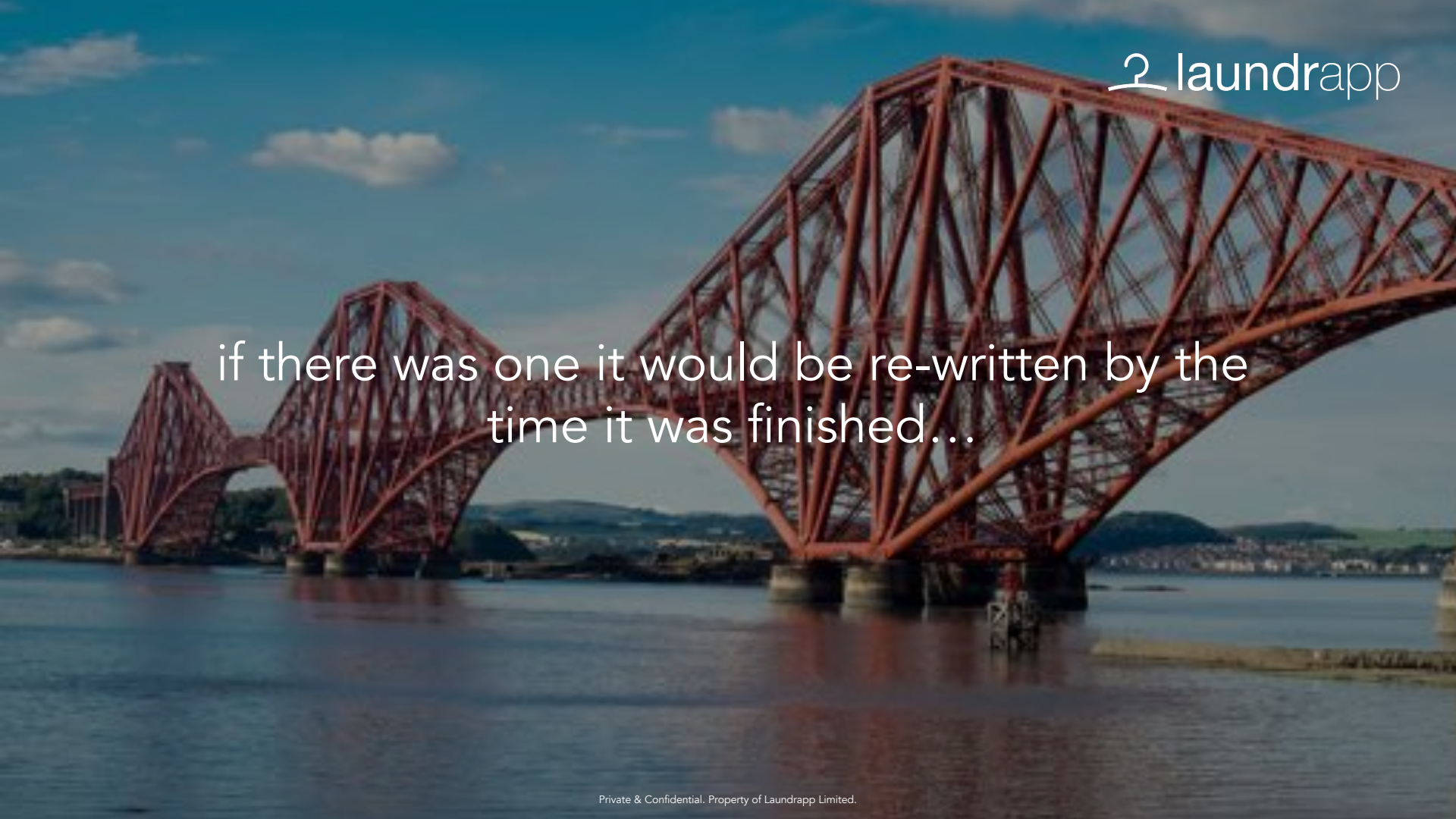

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- ❌ increasing cost of installs
- ❌ proliferation of marketing channels
- ❌ people downloading & using fewer apps
- ❌ remaining ‘top of mind’ is increasingly hard
- ❌ driving repeat use is tough
- ❌ most people fail

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some learnings...

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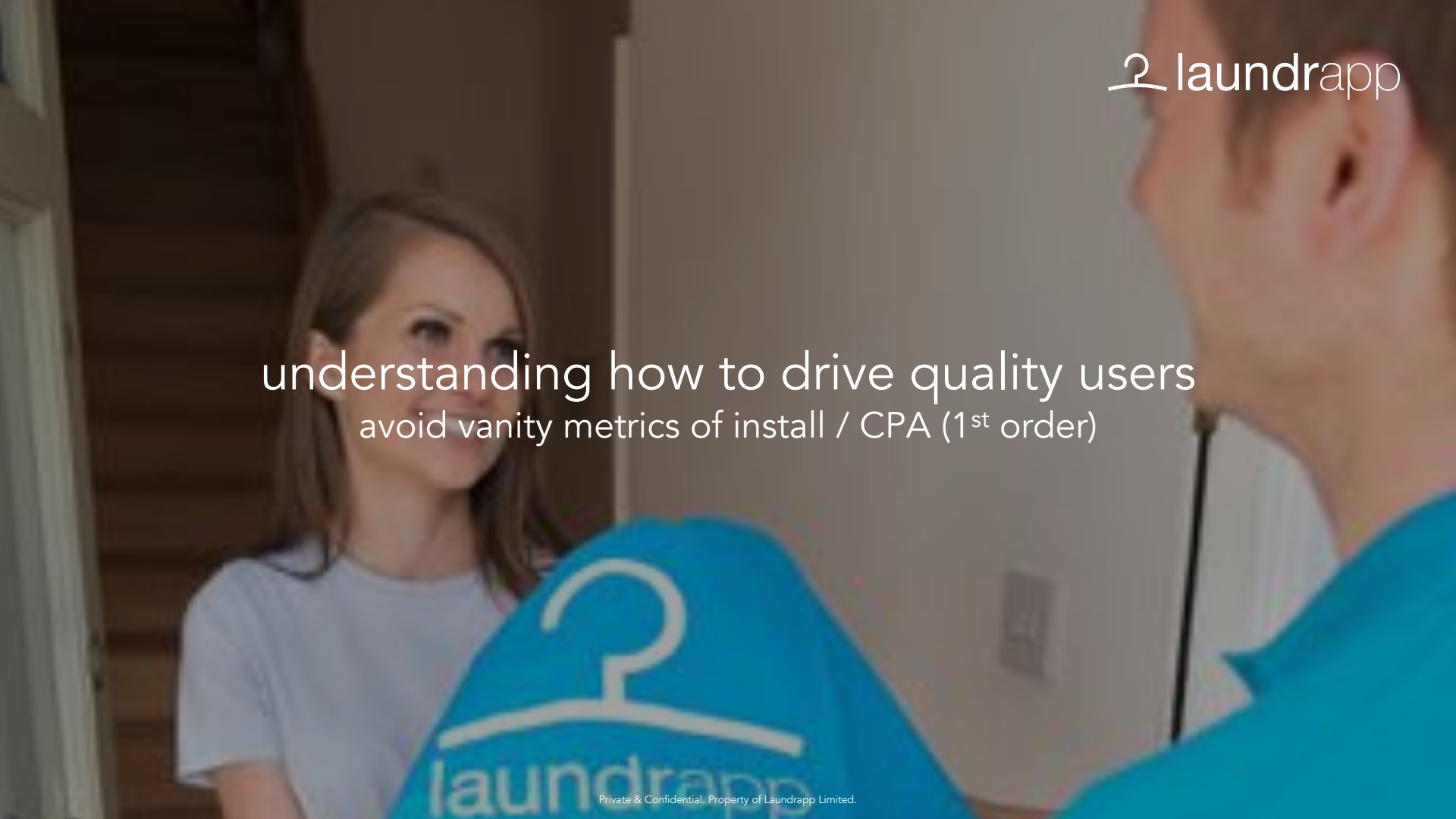

understanding how to drive quality users

avoid vanity metrics of install / CPA (1st order)

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millennials, great for acquisition / virality, do they engage, are they spending money?

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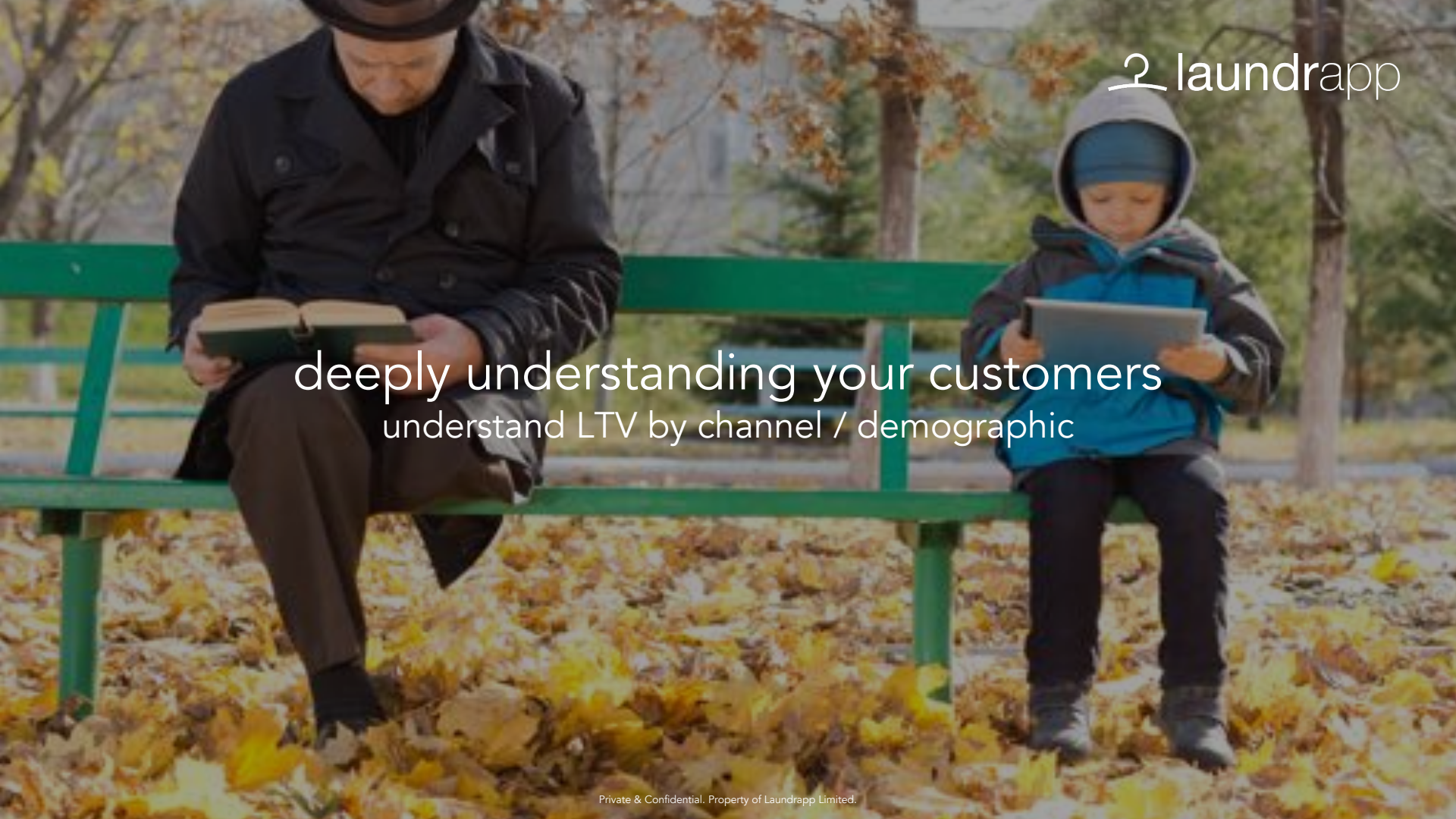

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what is our busiest time for orders?

monday morning, early morning commuters

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It’s obvious

These people are:

Highly organised

Live around routine

Value time

High mobile engagement

Seeking convenience

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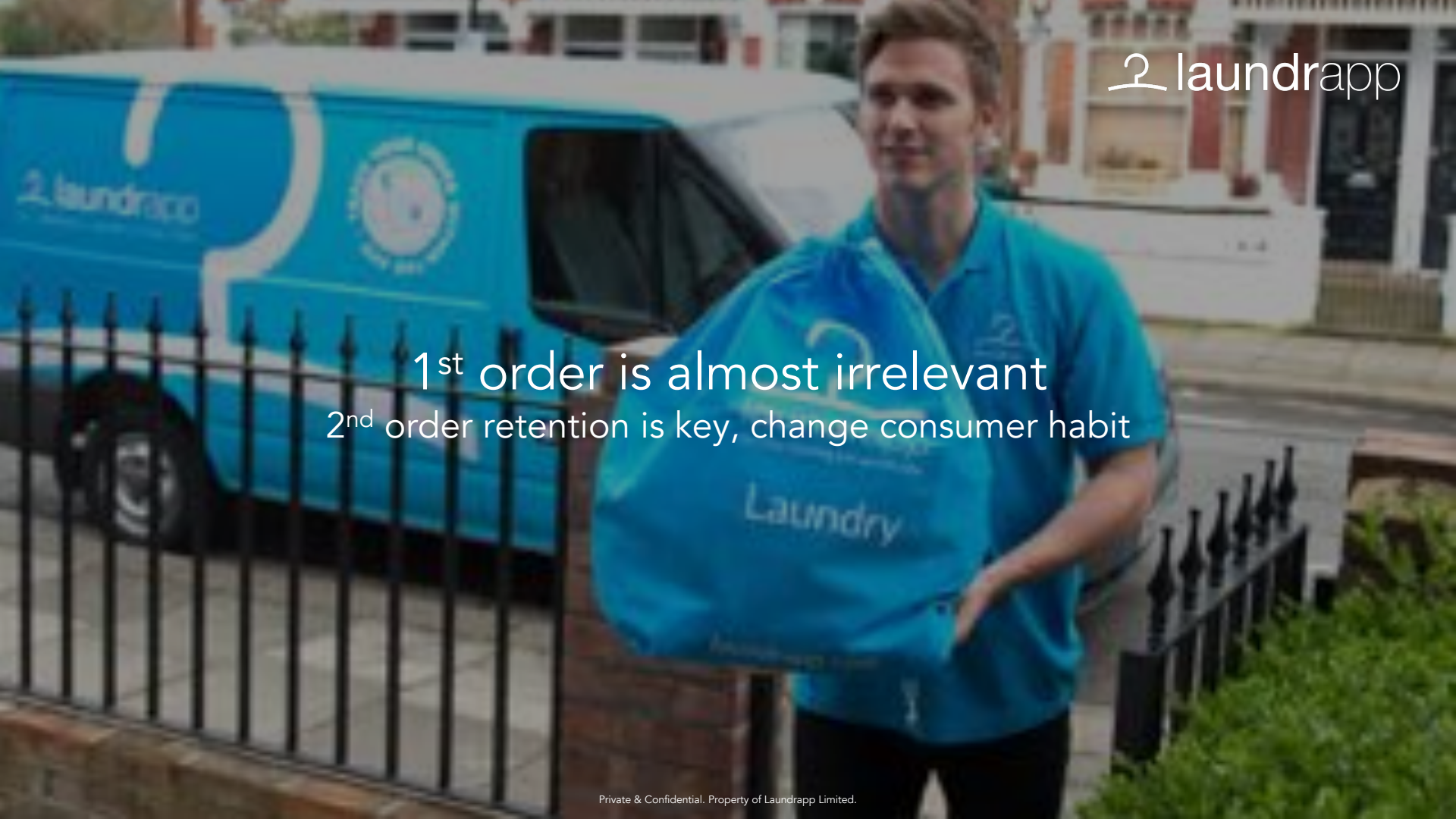

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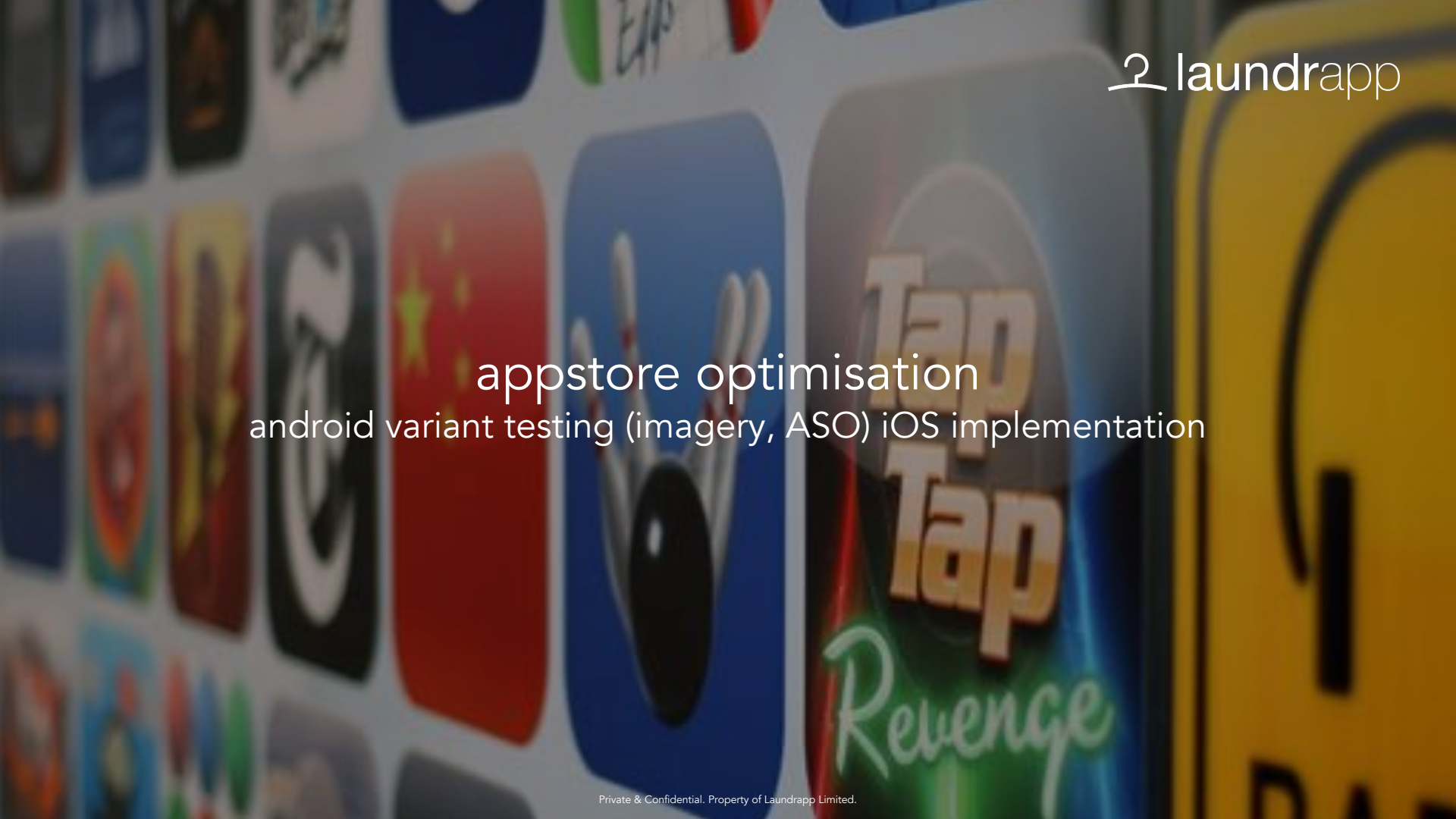

appstore optimisation

android variant testing (imagery, ASO) iOS implementation

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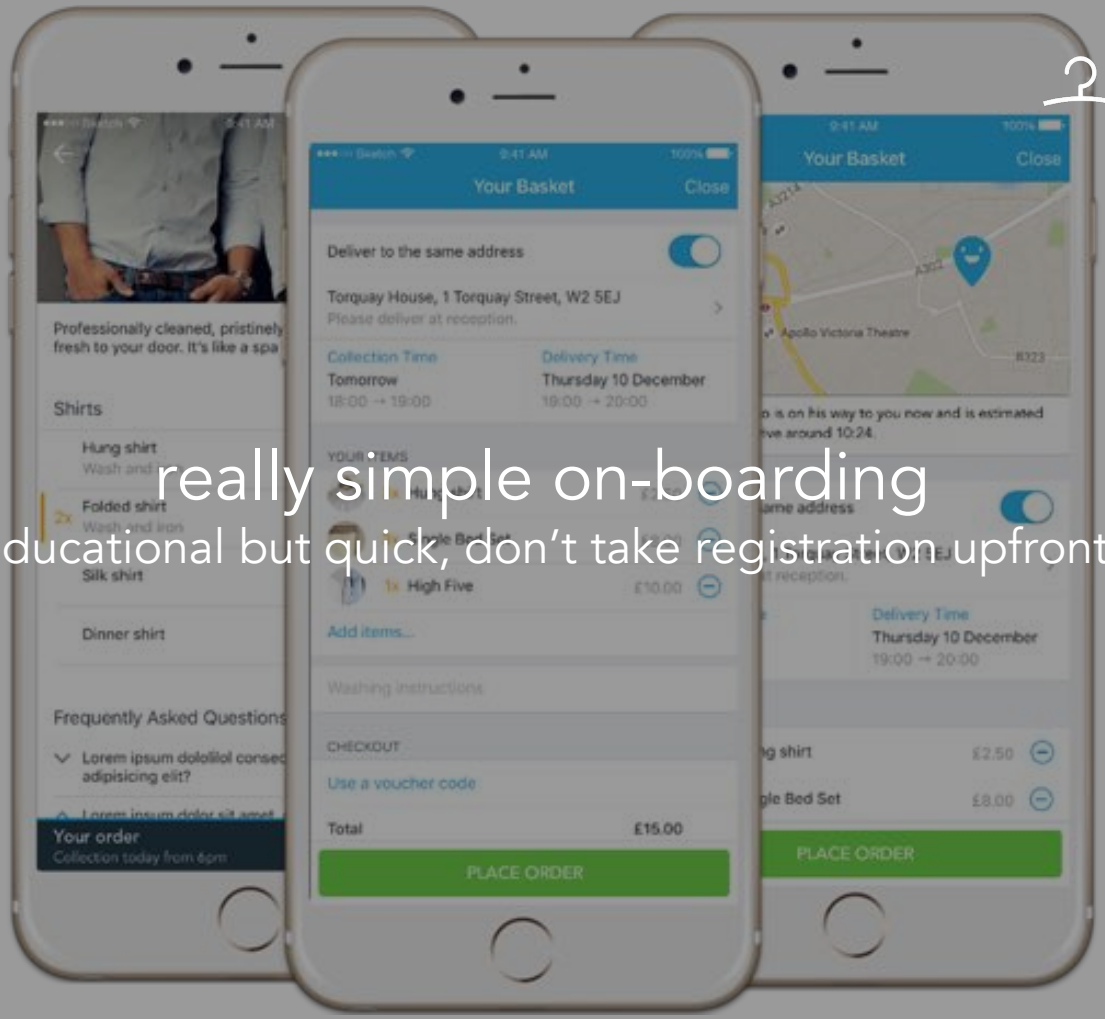

really simple on-boarding

educational but quick, don't take registration upfront

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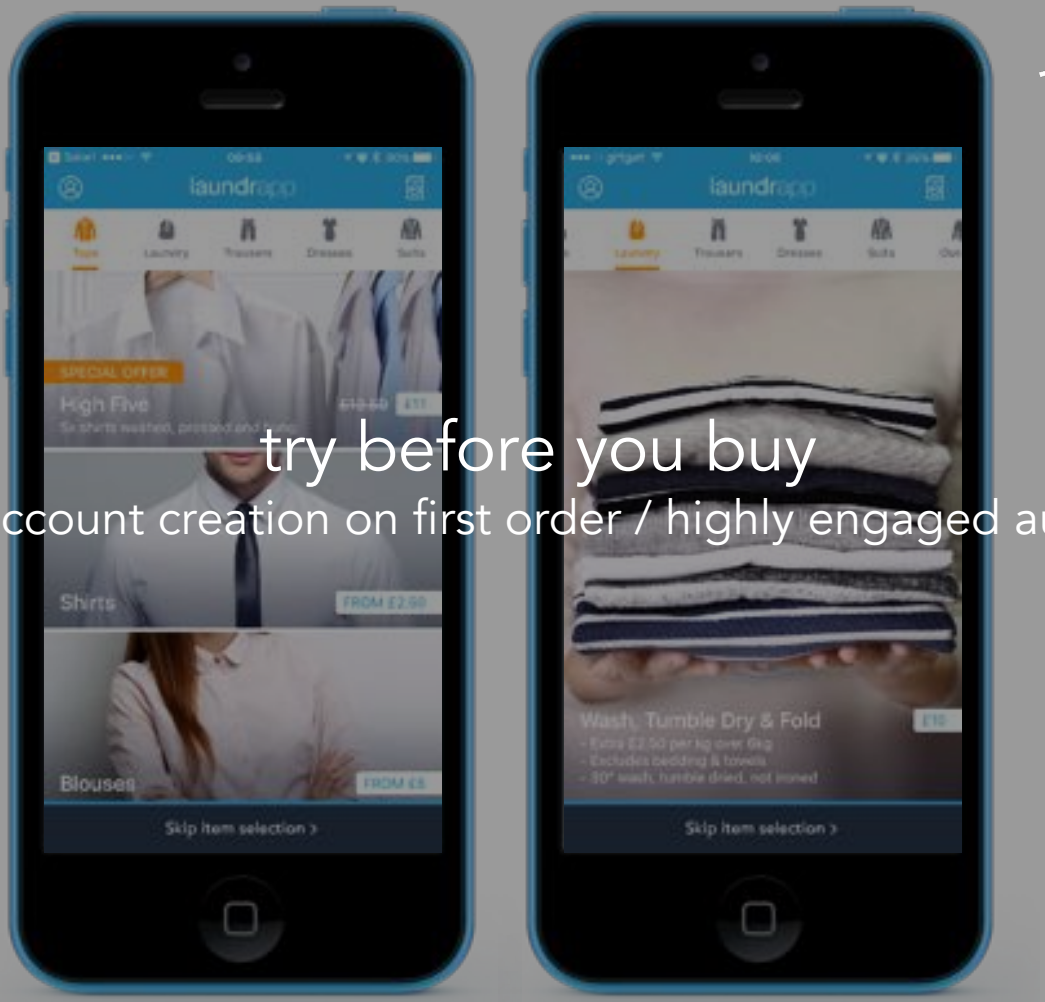

try before you buy

auto account creation on first order / highly engaged audience

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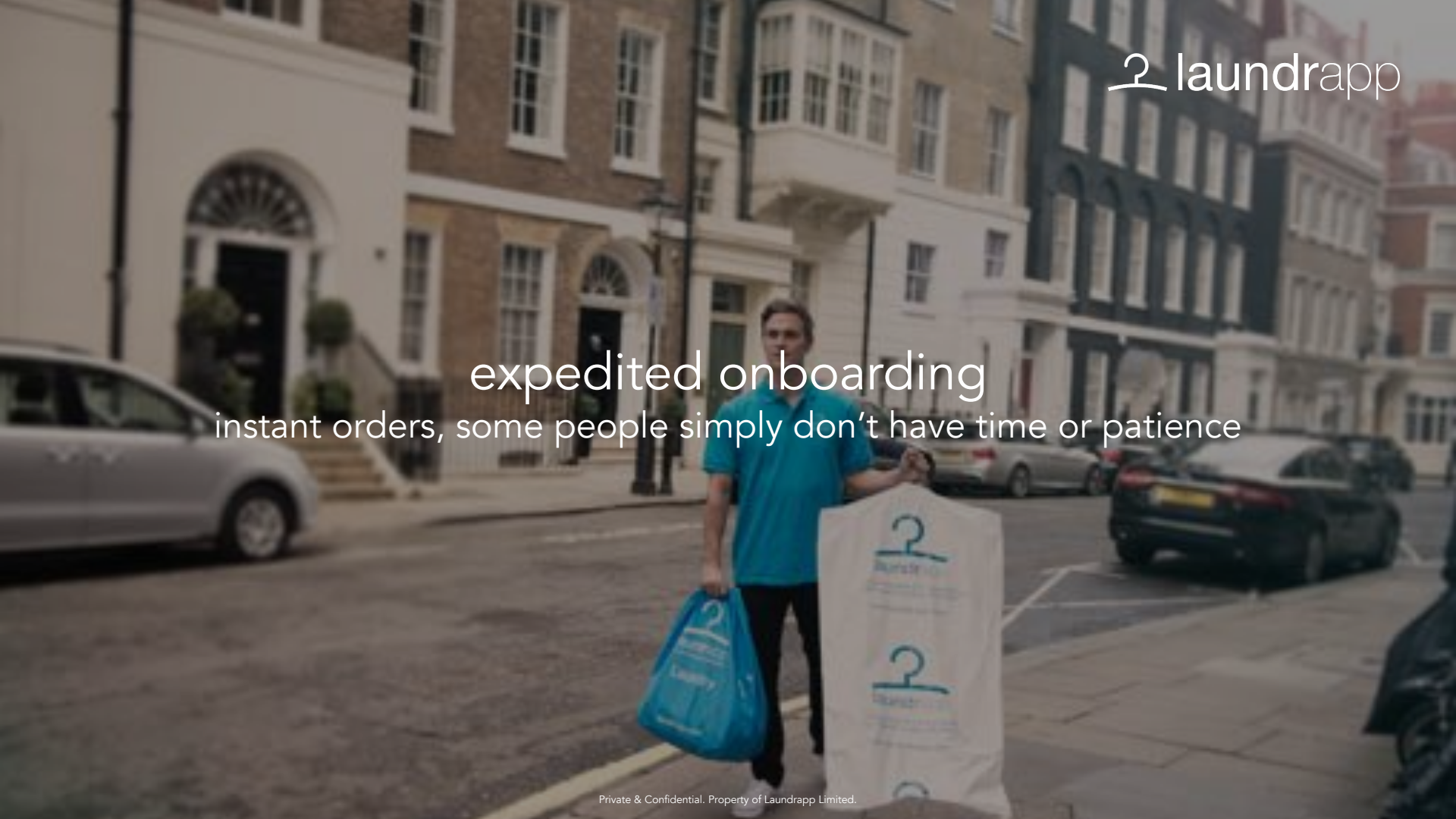

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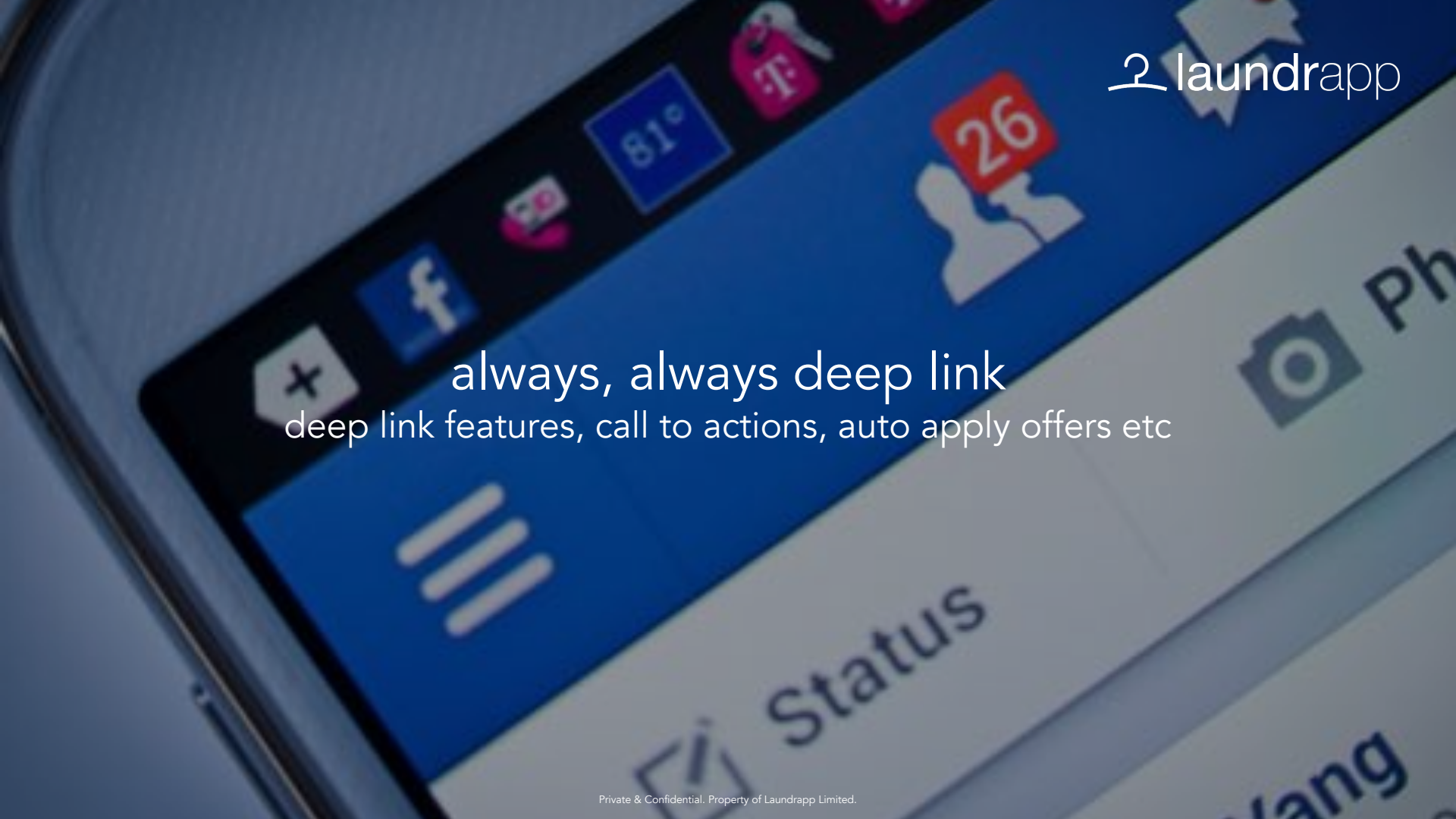

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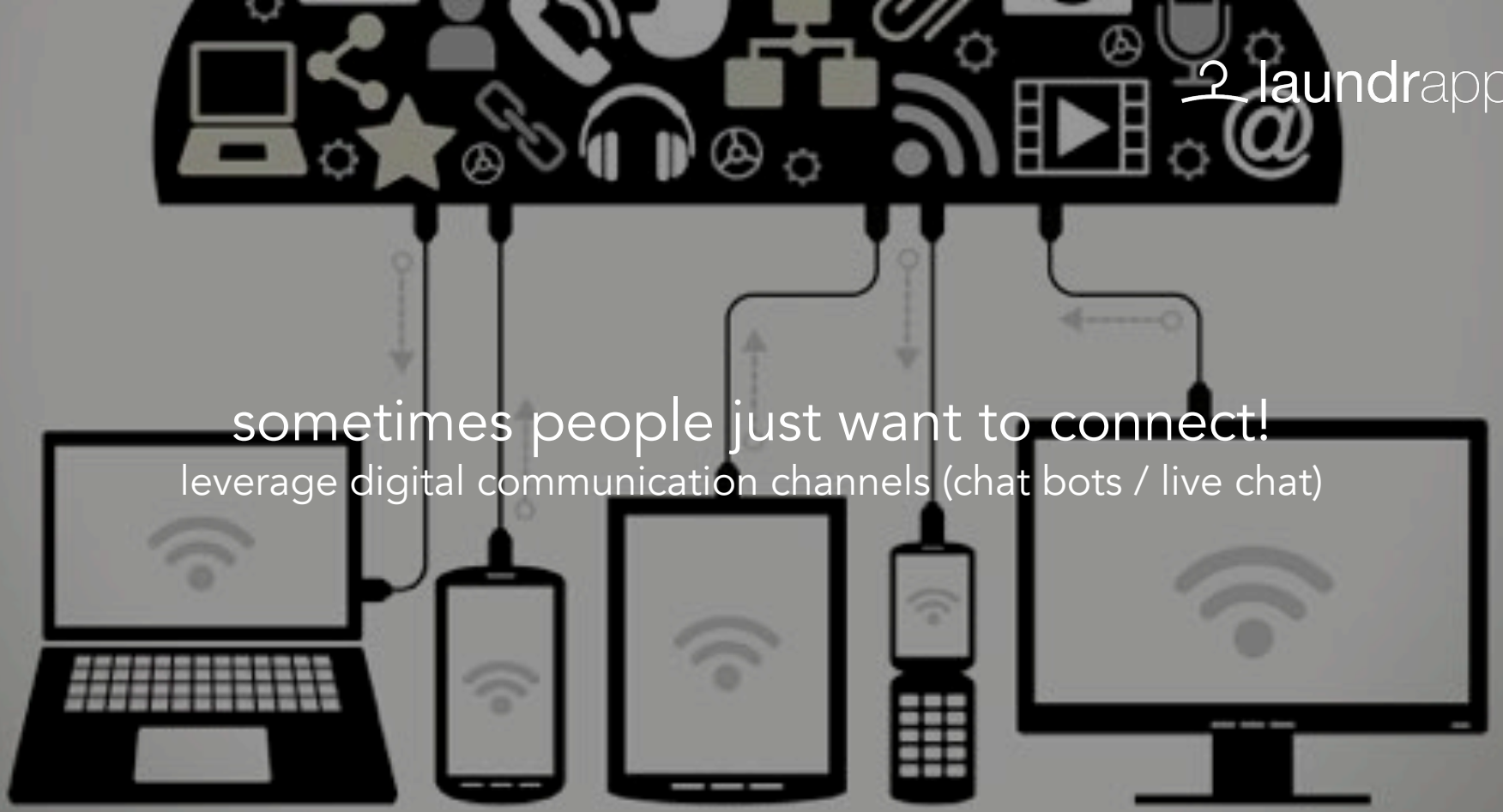

sometimes people just want to connect!

leverage digital communication channels (chat bots / live chat)

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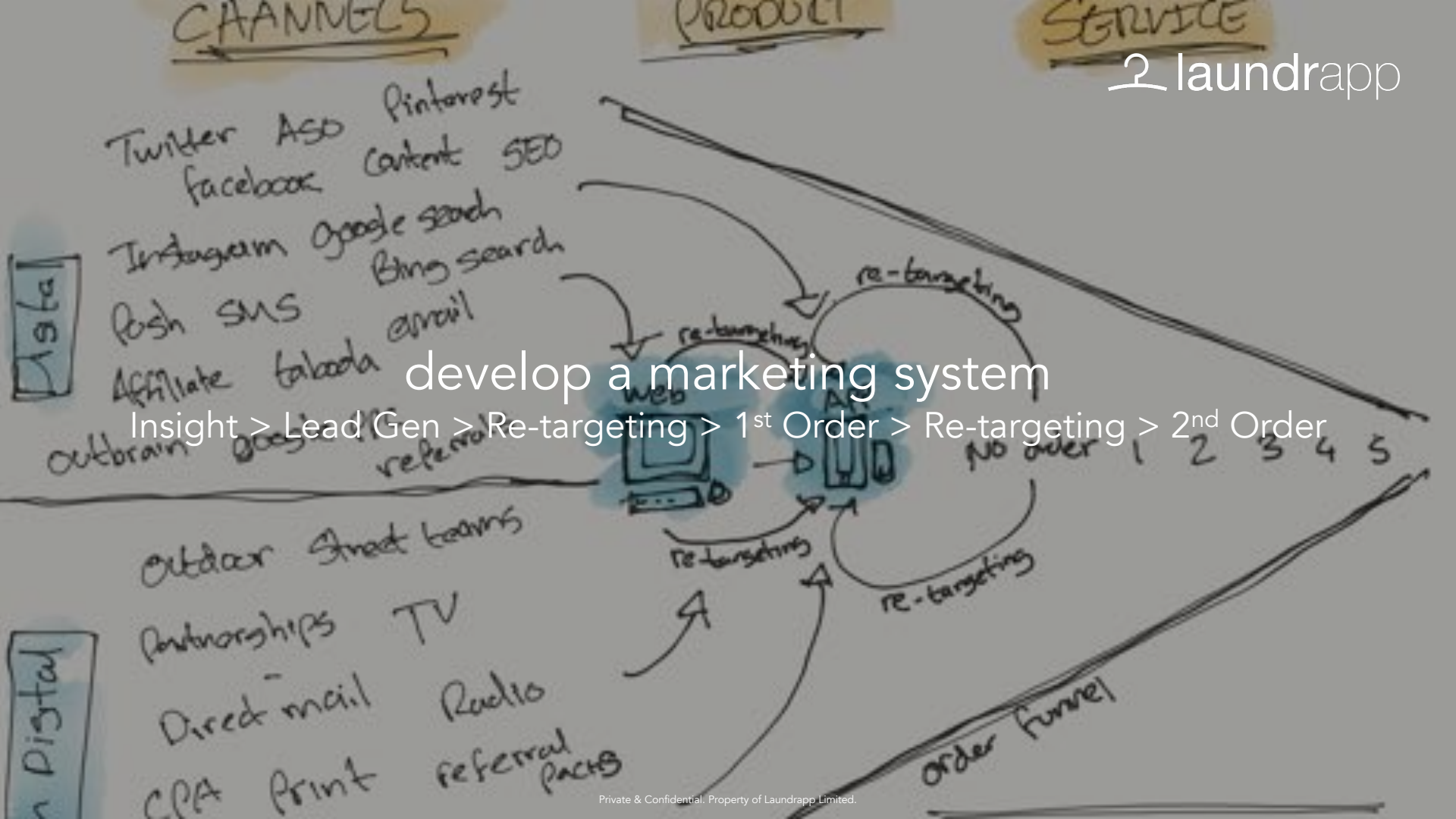

develop a marketing system

Insight > Lead Gen > Re-targeting > 1st Order > Re-targeting > 2nd Order

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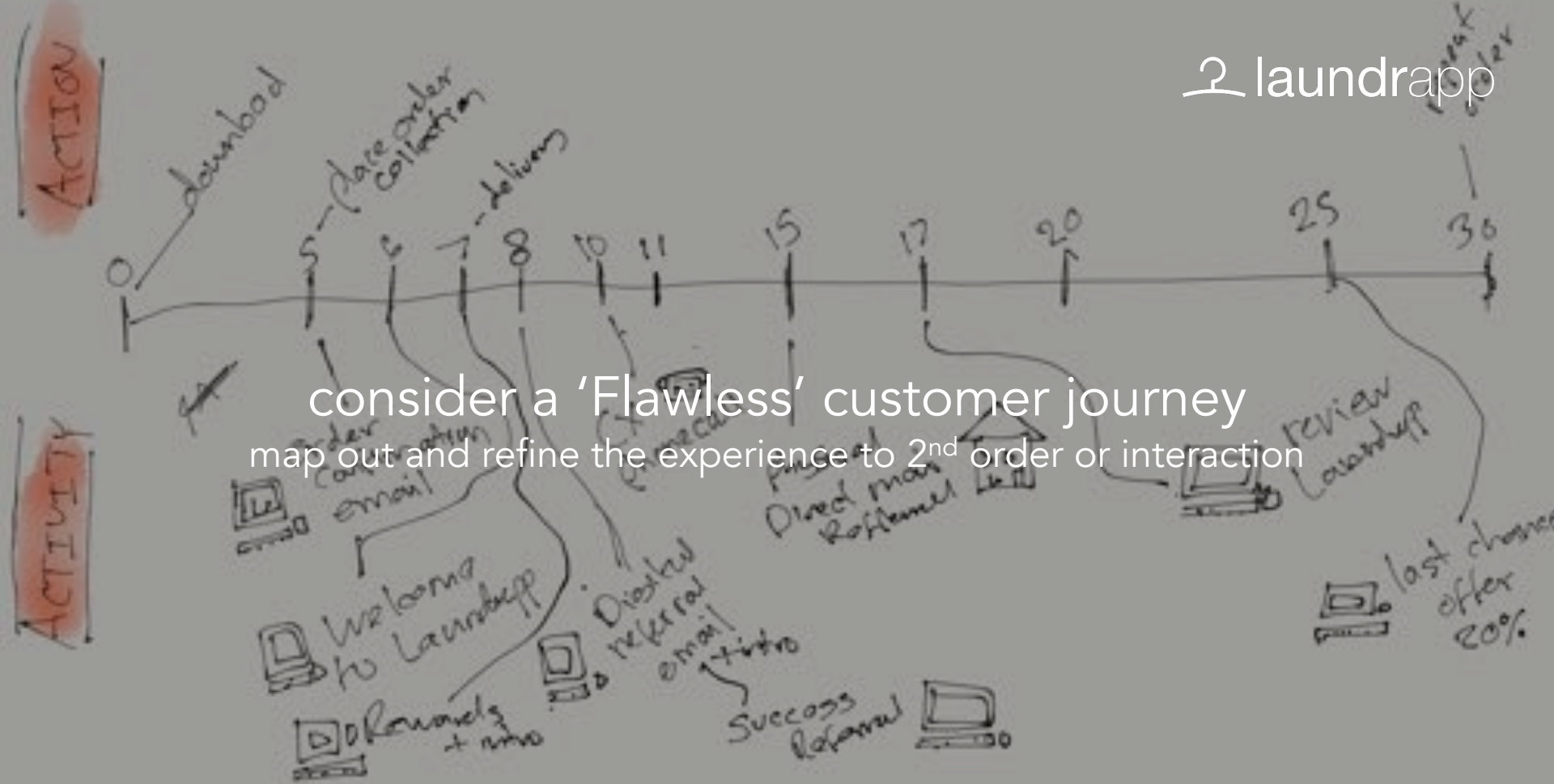

consider a ‘Flawless’ customer journey

map out and refine the experience to 2nd order or interaction

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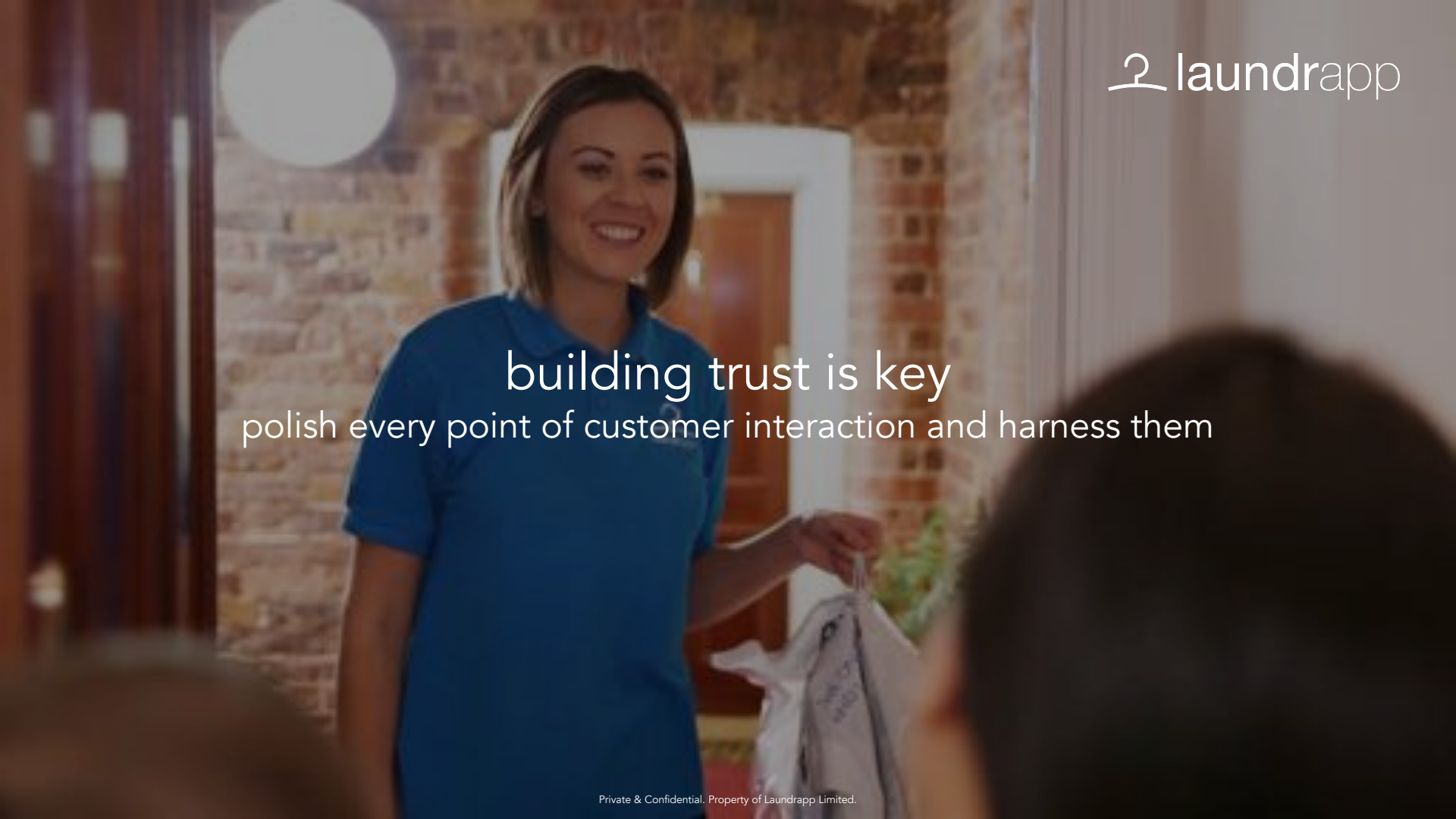

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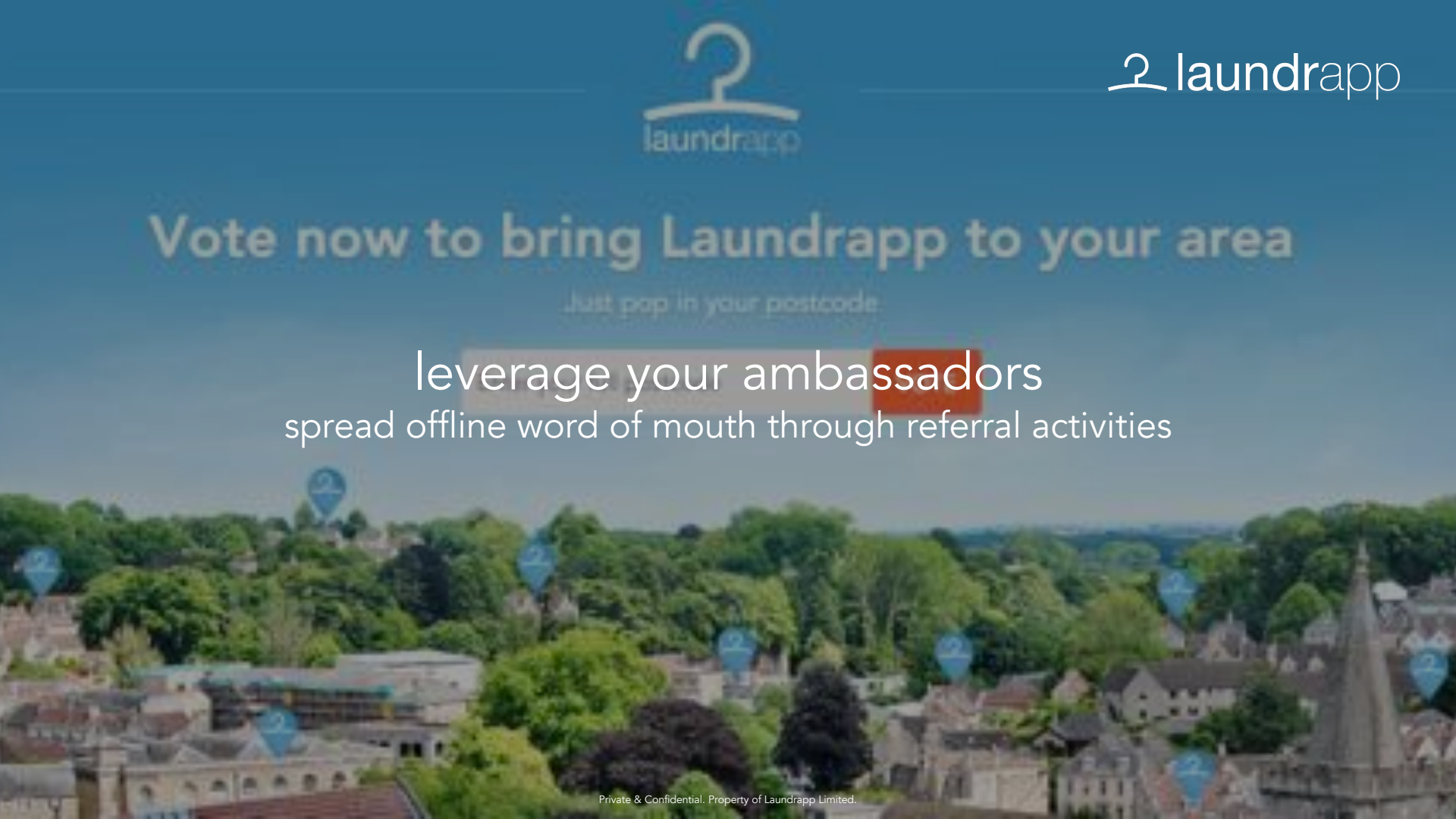

leverage your ambassadors

spread offline word of mouth through referral activities

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find 3 channels that will work

don't forget traditional above the line channels

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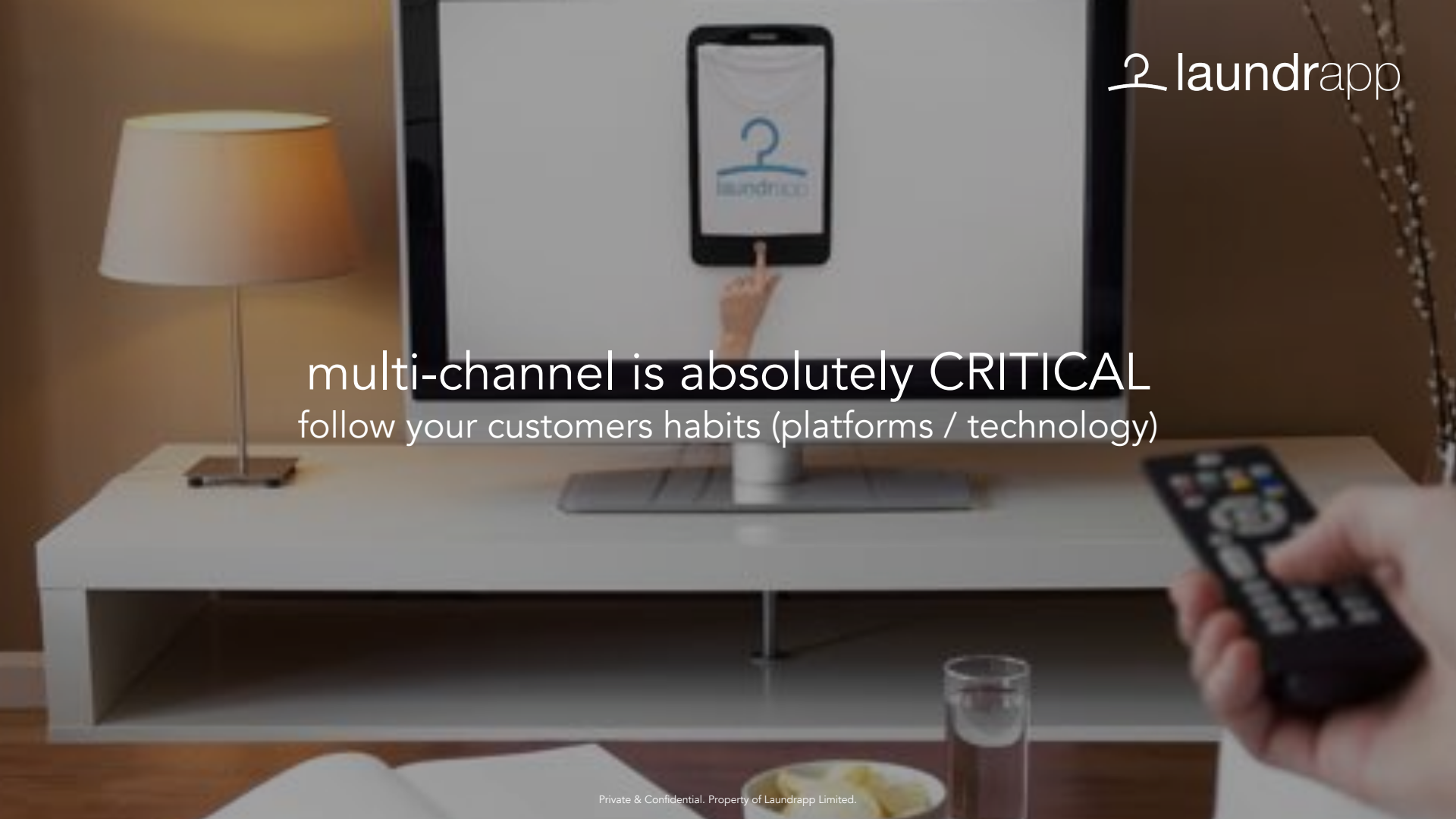

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multi-channel is absolutely CRITICAL

follow your customers habits (platforms / technology)

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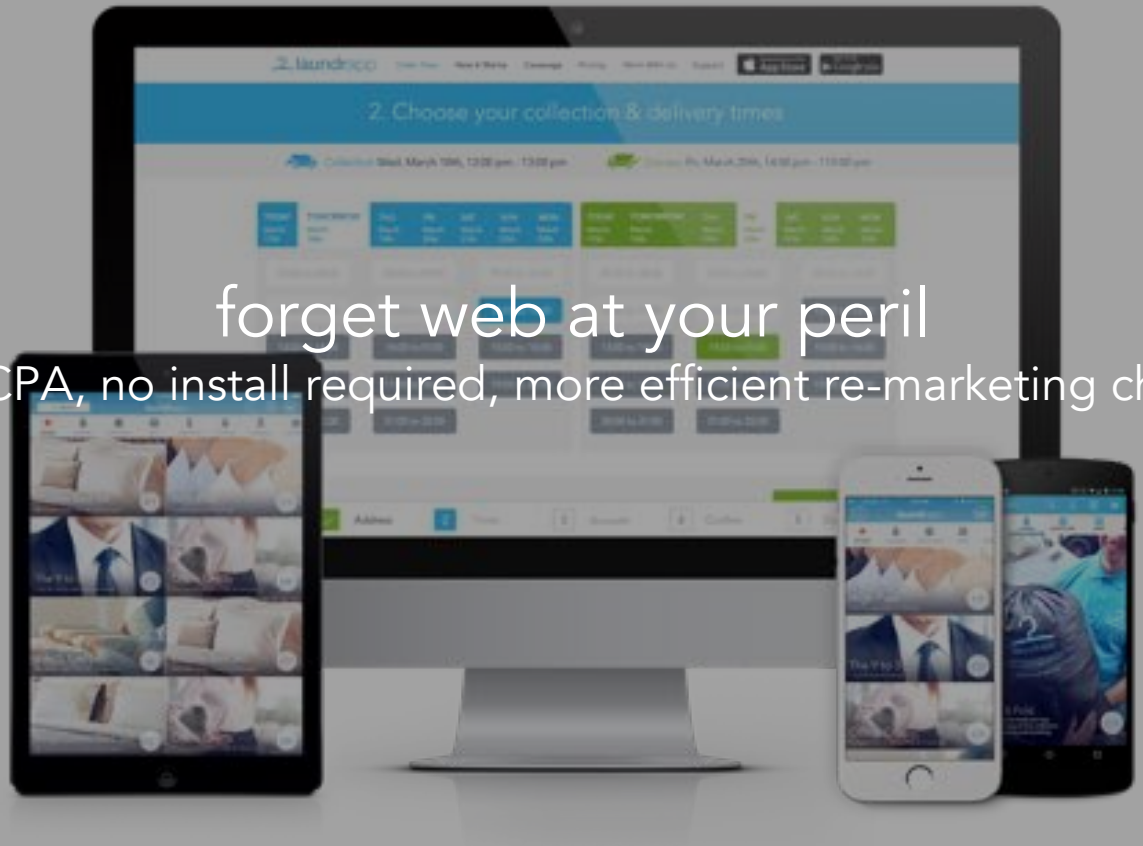

forget web at your peril

lower CPA, no install required, more efficient re-marketing channels

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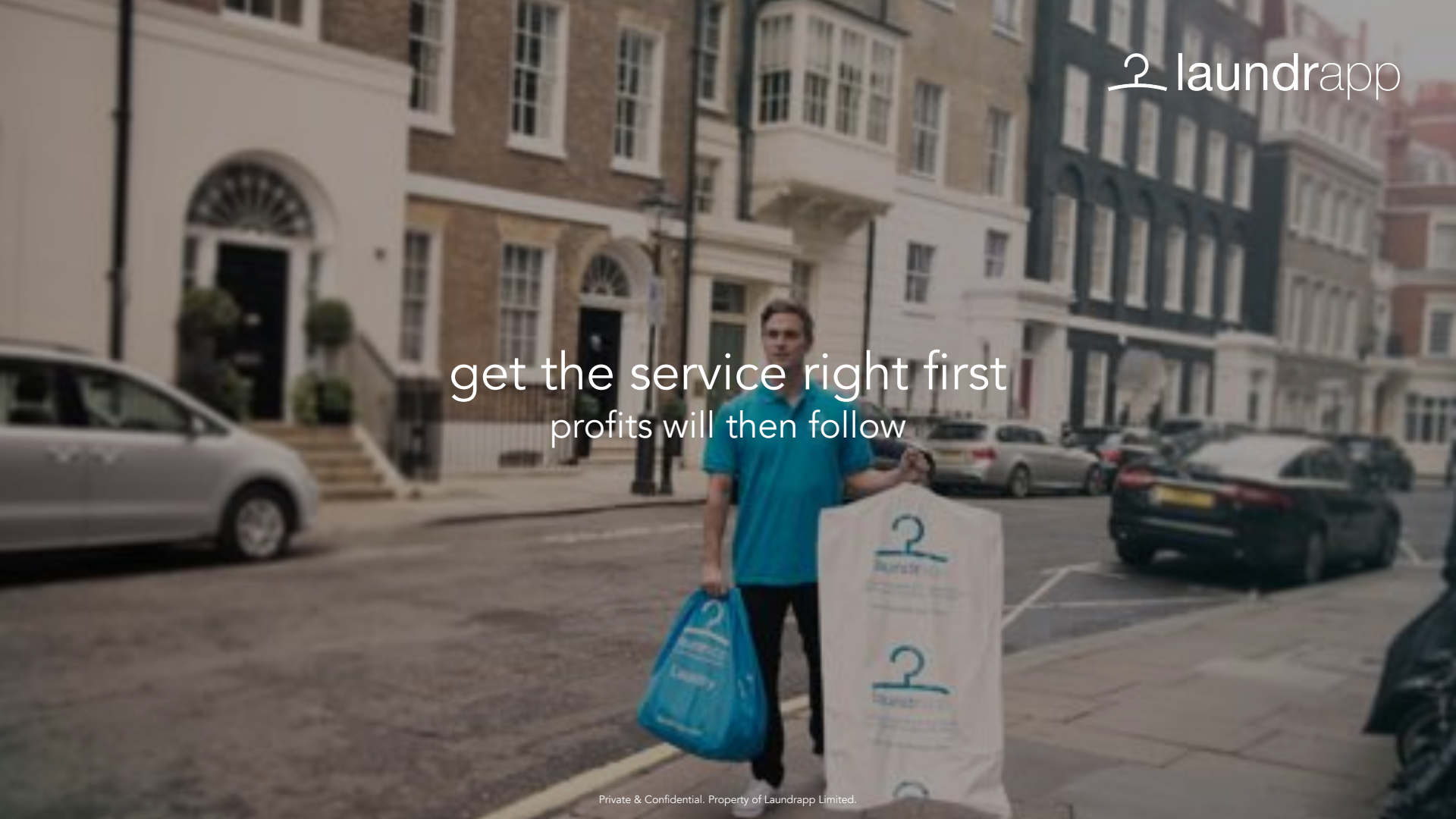

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there is ALWAYS room for a gut feel

let your competitors be constrained by the data

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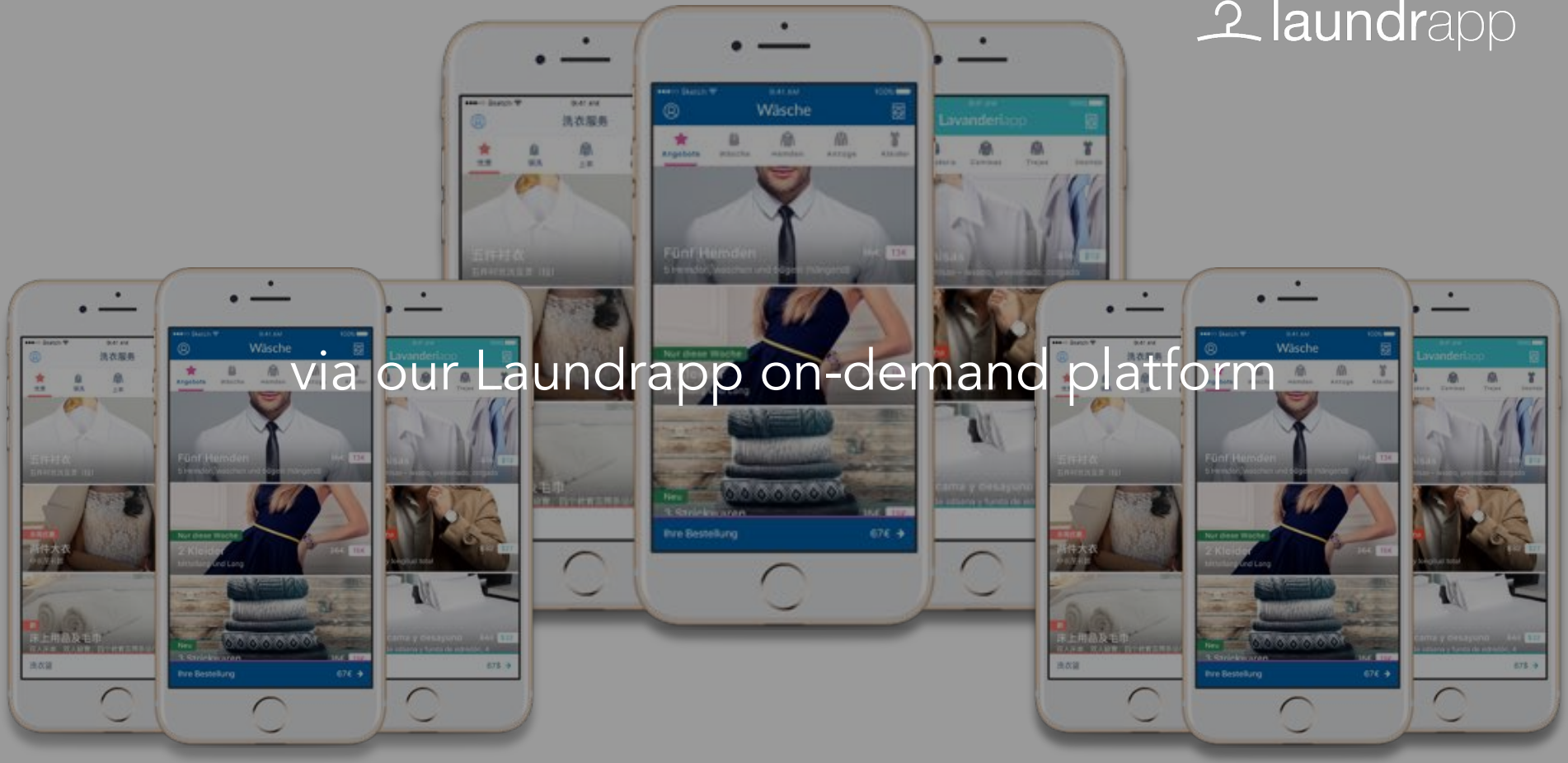

via our Laundrapp on-demand platform

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get in touch

edward@laundrapp.com

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