

Case Study: New Brand Cleaners



Emphasizing customer convenience

New Brand Cleaners (Brentwood, TN) had been operating for years with drop stores and traditional static routes. “We recognized that brick-and-mortar business is shrinking. The future of our brand needed to emphasize customer convenience.” Traditional routes were more convenient for the customer than coming to our store, but growing the route was slow and operating it presented logistical challenges. “We needed to make our routes easier to run. We saw that app technology would give us a better way to grow our delivery service and reduce the headaches, but we knew we couldn’t keep up with technology on our own. We needed a technology partner.”

Growing efficiently

The New Brand Cleaners app on the Starchup platform provided an efficient way to grow. “Customers can sign up and enter their payment information right on the app, which made growing the service so much easier to manage for both the customer and us.” The ease of communication between New Brand and their customers took much of the pain out of running routes. “Customers can communicate with you all the time through texting and emailing when there is a change in plan or an issue with the route.” When their boiler went down for two days, “we were able to get to everyone quickly to let them know about the delay.” New Brand found a true partner in Starchup. “Starchup has been improving their technology since day one. We needed to work through some internal issues before fully launching the app. During that time, we set up the skip text reminder system for our existing static routes, which saves our driver hours each month. Since launching the app we have seen good, steady growth.”

Challenge

- Grow delivery service faster than traditional methods
- Make routes easier to run with less headaches
- Find a technology partner to provide a comprehensive solution

Why Starchup?

- “The New Brand app on Starchup makes it easy for us to sign up customers and gives our brand a boost with the younger generation of customers.”
- “Communicating with our customers is so much easier now.”
- “Starchup has worked closely with us each step of the way to make this a success.”

Solution

- The New Brand customer-facing mobile app and online ordering tool
- Starchup’s Customer Management System and communication platform
- Skip texts for static route customers to save driver time

Result

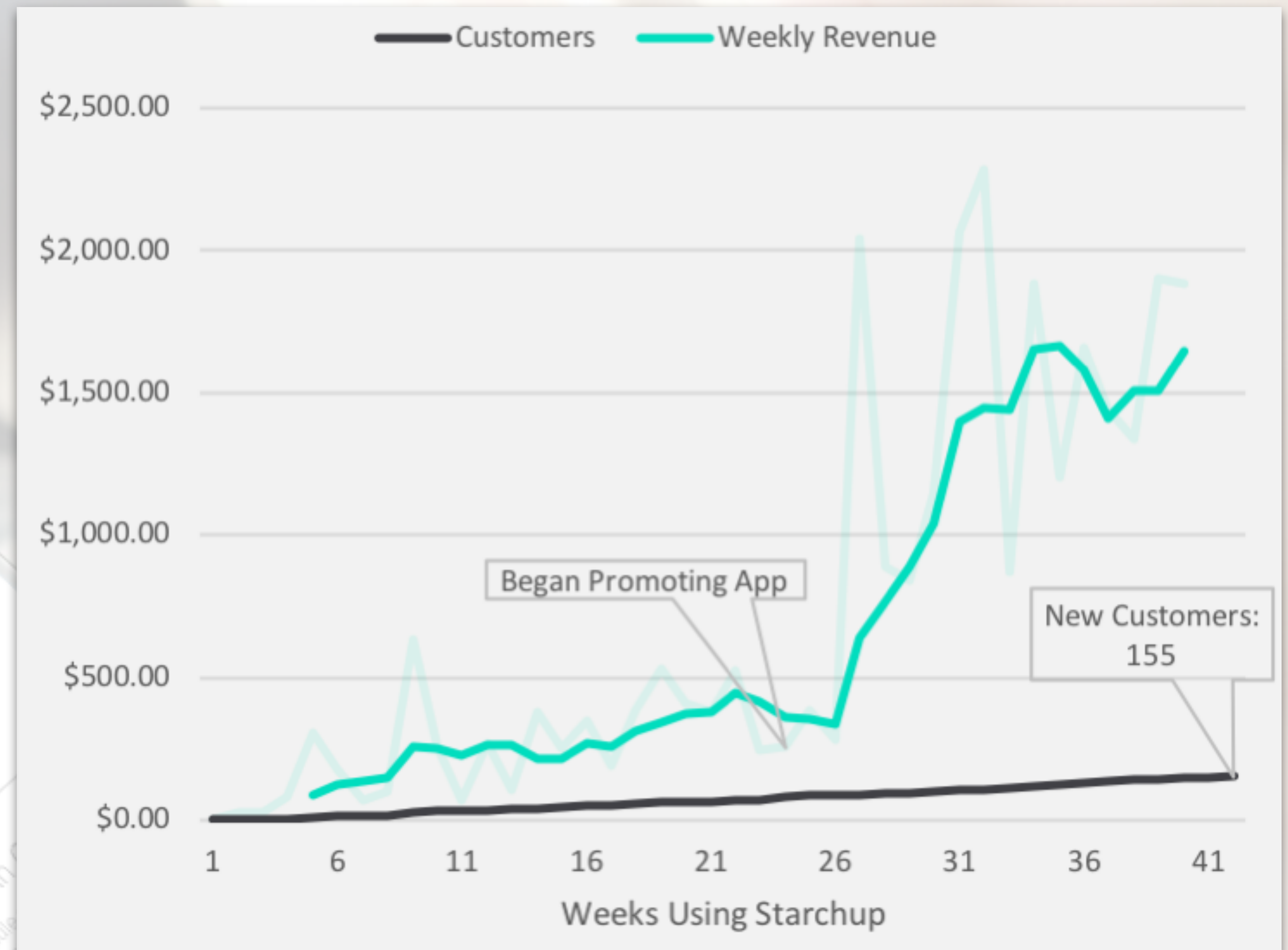
- Since fully launching the app, New Brand has grown its weekly delivery revenue by \$2,000 in 15 weeks on Starchup
- 155 customer sign ups through the app
- Saved hours of time and maintained happy customers with Starchup’s communications technology

Starchup has been improving their technology since day one

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- ✓ Weekly delivery revenue grown by \$2,000 in 15 weeks on Starchup
- ✓ 155 app sign ups
- ✓ Streamlined communication and better customer relationships



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