

Case Study: Pressed Dry Cleaners



Capturing a new generation of customers

After 15 plus years as a Comet Cleaners, Pressed Cleaners (Witchita Falls, TX) needed an update. “The ‘ho hum’ dry cleaning business we were running needed a rebrand and restructure to capture a new generation of garment care customers.” Pressed recognized that these customers want two things: delivery service and great technology. “We had tried delivery in the past without technology, but it was a total bust trying to coordinate customers and drivers over the phone. It just wasn’t efficient. We needed something that would give customers the ability to sign up, schedule their pickup and delivery, and coordinate with our drivers automatically.”

Every step of the way

After months of research, interviews, and meetings, Pressed decided that Starchup had what they needed. “Starchup made it easy for us to launch delivery service with our new branding. They worked with us every step of the way to create an online presence and promote the mobile app.” Not only did Starchup help Pressed to attract new customers, but Starchup’s technology made it easy to serve them. “I’m not the most tech-savvy one out there, but Starchup is so easy to use. It was great that we no longer relied on CSRs to coordinate customers and pickups. Starchup handled everything automatically, and drivers just need to follow the driver app for pickups and deliveries. Plus, communication with our customers is simple, and communication with Starchup is painless, too.”

Challenge

- Rebrand and restructure to capture the next generation of garment care customers.
- Operate delivery service without the hassle of manual coordination.
- Find a technology that was attractive to customers and made delivery efficient

Why Starchup?

- “It was the best solution out there for reaching new customers and coordinating our delivery service.”
- “Communication is great all around. Issues get solved.”
- “Starchup is so easy to use, no matter how tech-savvy you are.”

Solution

- Starchup’s marketing solution to launch the new brand, including a website and app.
- Starchup’s ordering tool and routing tool for easy coordination between customers and the delivery service.
- Starchup’s communication platform to easily text and email customers.

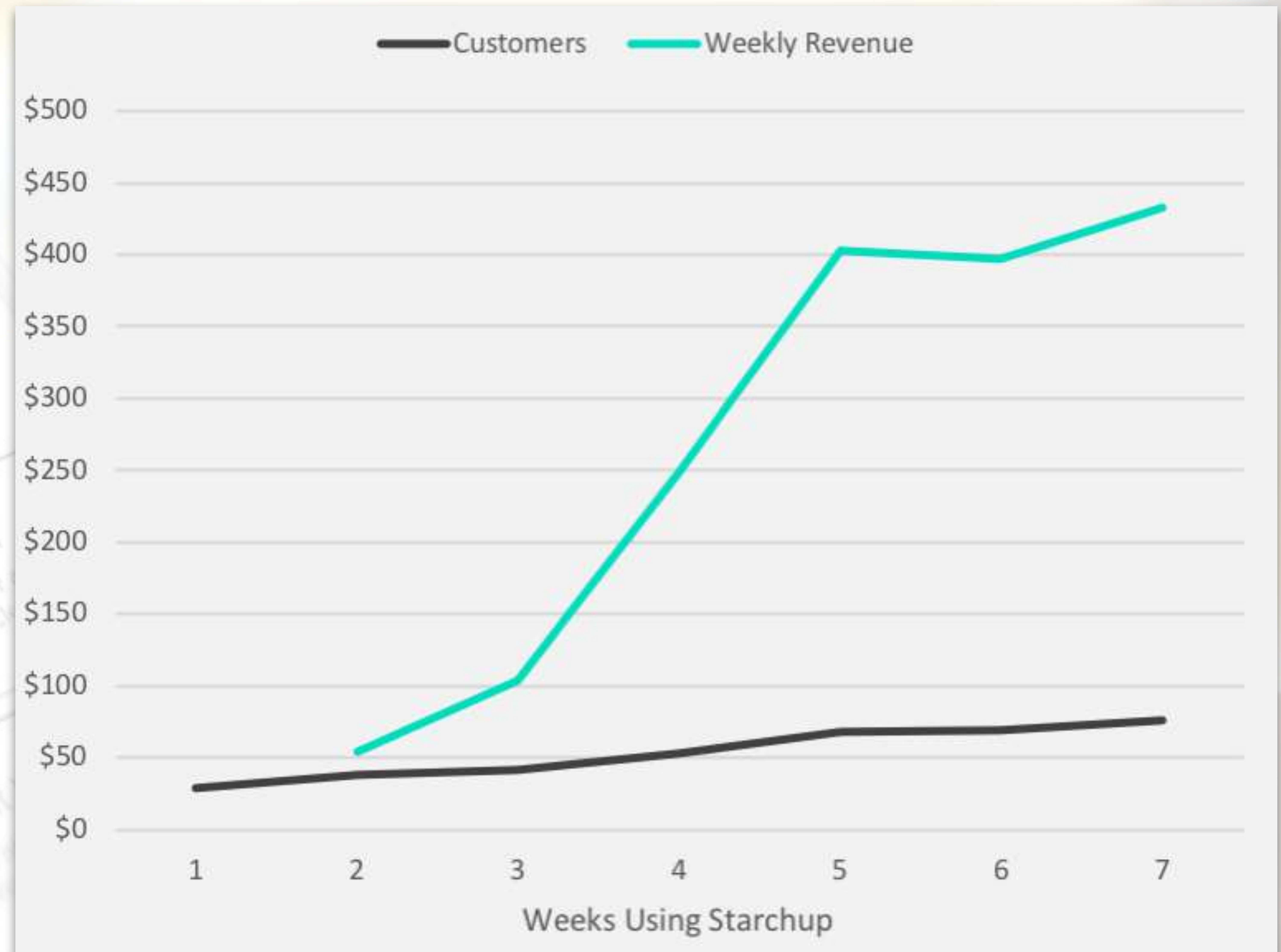
Result

- Successfully launched their new brand and delivery created a digital presence to attract the next generation of customers.
- In only seven weeks since launching the service, Pressed has grown its weekly delivery revenue to \$500, covering the cost of Starchup in less than a month.
- Pressed has acquired almost 100 delivery customers in seven weeks of operation.
- “We would advise anyone looking to launch delivery service to do it on Starchup!”

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