

Case Study: WishWash



STARCHUP

Wine, Not Laundry

Krista, a mother of four, saw a lucrative business case for solving her own problem. “After a long day of taking care of the kids, moms want to relax with a glass of wine. They don’t want to do laundry.” Moms are also great wash & fold customers because they often manage the laundry for multiple people, resulting in higher margins per order. So Krista started WishWash with the goal of redefining the business of laundry delivery service while specifically targeting mothers. The challenge was getting customers and managing the delivery operations.

Making Laundry Easy for Customers

“We don’t do mailers, door-to-door, or print marketing. We do most of our marketing through very targeted online advertising and word-of-mouth – especially among new mothers looking for ways to save time in their day.” WishWash needed a way for customers to easily sign up, enter their information and preferences, and place orders. “The WishWash app with Starchup was perfect for this. We direct our online advertising to the web ordering portal and customers are placing their orders within minutes of finding us. And we found that new mothers were telling each other about us and showing off how easy our app is to get and use!”

Challenge

- Acquire laundry and dry cleaning delivery customers
- Manage payment, customer communication, and delivery operations

Solution

- WishWash customer-facing mobile app and online ordering tool
- Starchup delivery management solution

Why Starchup?

- Easy to acquire customers through digital and word-of-mouth marketing
- Easy to communicate with customers
- Easy to manage delivery service through the Starchup dashboard

Result

- In less than a year, WishWash grew from an idea to processing over \$4,500 per week in revenue on Starchup
- WishWash acquired over 450 customers
- Wishwash achieved an overall customer rating of 4.82 out of 5

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That's a Lot of Onesies!

In the first year of operations, Krista acquired over 450 customers and is processing over \$4,500 in weekly revenue through Starchup. And in an industry that is often well-known for customer dissatisfaction, WishWash earned an overall customer rating of 4.82 out of 5.

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- ✓ Over \$4,500 in weekly revenue
- ✓ Customer rating of 4.82 out of 5



Making Delivery Easy for WishWash

WishWash also needed to be able to process, accept payment, and track orders, as well as communicate with their customers. “Starchup’s system had everything we needed to run our delivery service, from order management to driver routing, and it is so simple to use. Our employees love it and it makes my job so much easier.” And while delivery logistics can sometimes get complicated WishWash’s customers love that WishWash was so great at communication. “Between the automated text messaging and emailing and the ability to directly text and email customers from the dashboard and the driver app, we are able to stay on top of issues and keep our customers in the loop, which they love.”