



2016 Strategy Recommendations

Your team

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Overview

- Research questions
- What we know
- Methods
- Your customer
- Summary of findings
- Our solutions
- Why it will work
- Conclusions



Research Questions

1. Why do Pressbox customers leave?
 2. What will it take to get them to use Pressbox again?
-

Research Methods

- **Internet Studies**
- **Crimson Hexagon**
- **Comprehensive Survey**
- **Traditional and Social Media**
- **Review Sites**
- **MRI Data Analysis**

What we know



The Dry Cleaning Customer



1

Men & Women

White, Black &
Asian



2

Educated
(College
Degree +)



3

HHI: \$75+



4

Age 45-64

The Pressbox Customer



1

Men & Women

White & Asian



2

Educated
(College
Degree +)



3

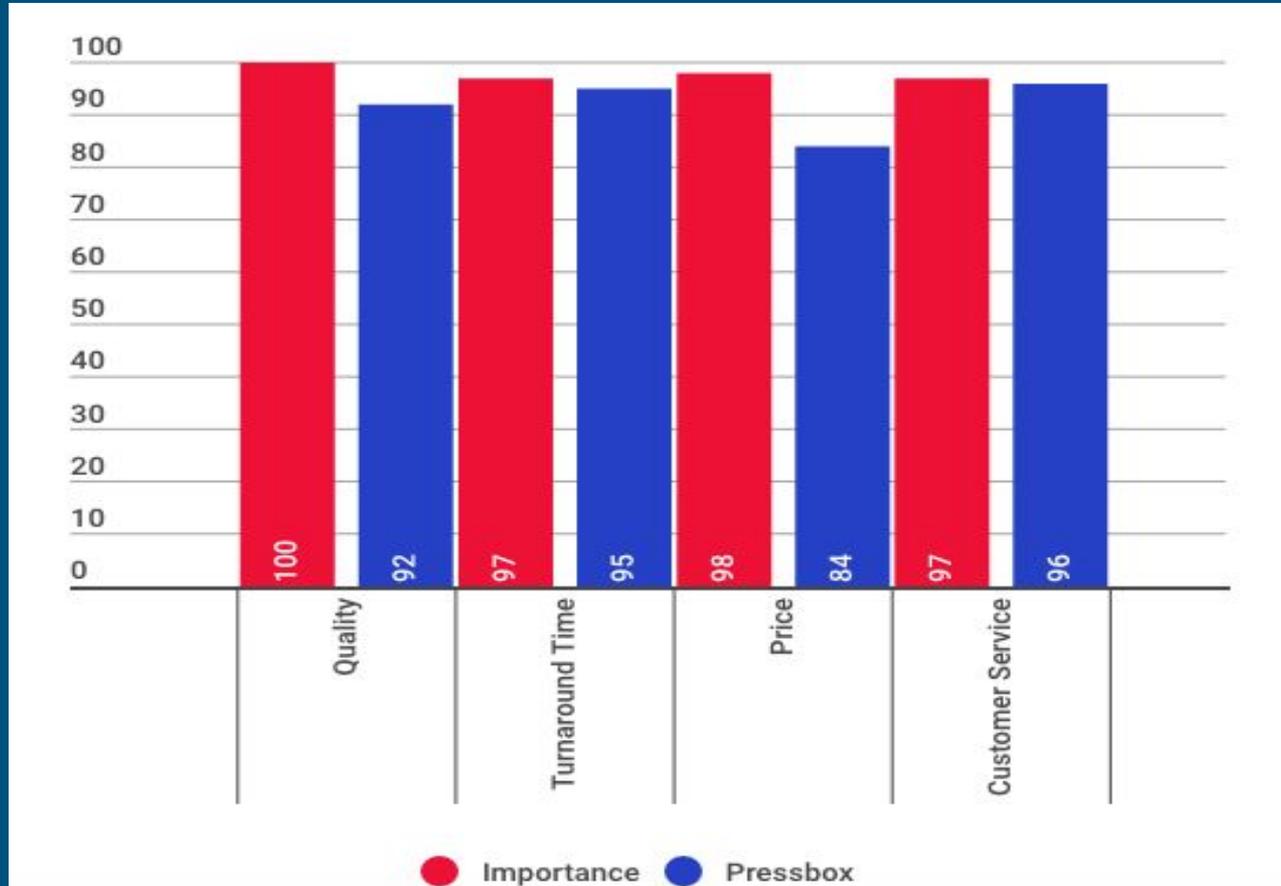
HHI: \$125+



4

Average Age
is 38

Summary of Findings & Key Insights



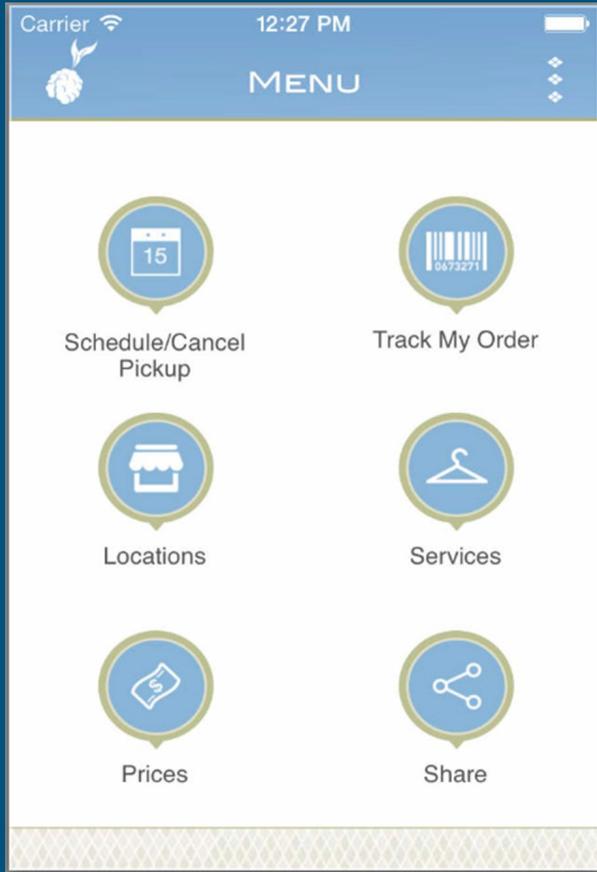
Q10 - When considering a professional dry cleaning service, how important are the following aspects for you?

Q 3 - How satisfied were you with the following aspects of your Pressbox Experience?

Solution

Pressbox App Update
User-friendly features
Tiered Loyalty Program

App Update

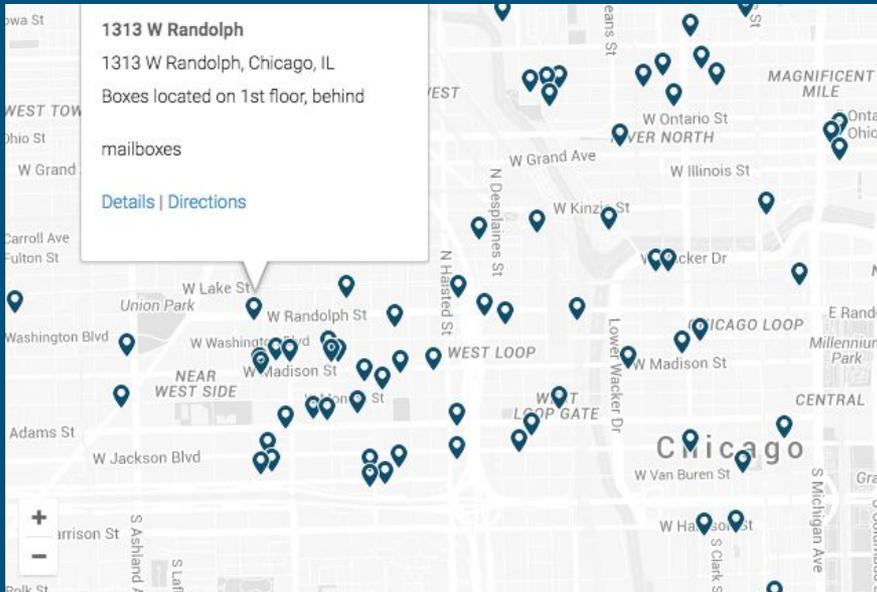


More than half of all web traffic comes from smartphones and tablets.

- Quality Guarantee
- Rating system
- Stain Sticker Solution
- Pressbox Geolocation Map/signage
- Transparent Pricing
- “Get Pressbox”

App Update

Geolocation Map Building Signage

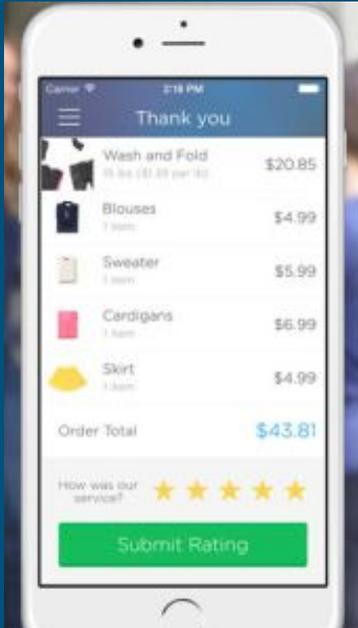


- Majority of people (86.1%) say their dry cleaner is less than a block to three blocks away
- Proximity to residence is the second most important factor when choosing dry cleaner
- Walking around the neighborhood was often cited as how people find a dry cleaner

App Update

Price Page

“Get Pressbox” Button



- Price transparency increases customer perceptions of price fairness
- Price page
- Estimated total prior to order submission
- *“Please open up a locker at Prairie Shores or Lake Meadows. I live at 35th and King, so I drive ten minutes north to the Lux and pretend like I live there to just get to the lockers.”*

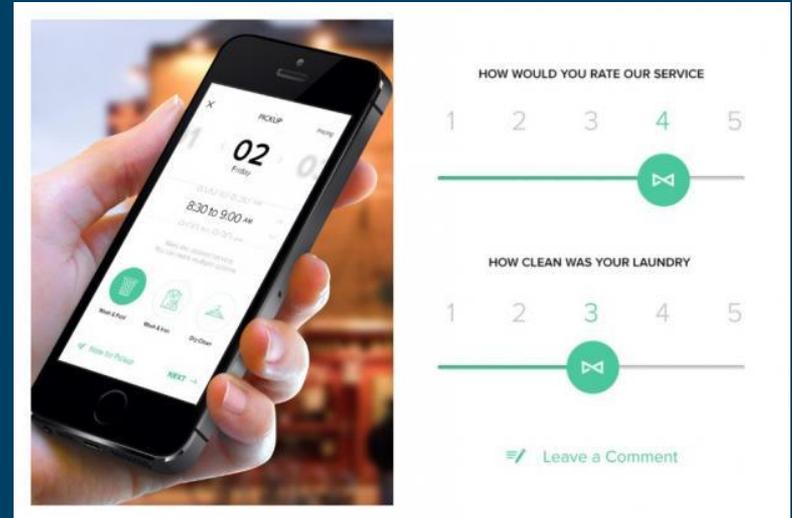
App Updates

Quality Guarantee

57% of low and medium users would be more likely to use Pressbox if it had a quality guarantee.

Communication

- Allow customers to upload picture of stains on clothing
- Provide customers with the opportunity to give immediate feedback after an order is filled.



Loyalty Upgrade

Giving customers the chance to
earn their discount

- Customers would use Pressbox more if there was a compelling coupon or promo
 - Gamification inspires and encourages engagement
 - Prices stay constant, unless you work for it
-

TIERED LOYALTY PROGRAM



REACH THE NEXT “P” LEVEL TO REVEAL REWARDS SUCH AS
20% OFF NEXT ORDER, PRESSBOX SWAG AND VIP
DISCOUNTS

- Customers have an incentive to keep coming back
- Feel good when they see their progress on the app
- Brag to their friends that they are at a certain level; which appears on their home screen
- Carrying Pressbox swag drives more awareness



Pressbox Pronto

Many guests will pay premium
for faster service

- Customers tell us that turnaround time is important
 - They have disposable income to spend
 - Give VIP customers opportunity to pay for fast service
-

Our ideas will work because...

“The great thing about Pressbox is you can do most things through your phone. However there is no notification of detail for what the final cost is...I know you can look online but it's not convenient.”

“I'd pay an additional fee for next day service because your service is so convenient.”

“The only thing I would suggest is a loyalty program with additional discounts.”

“The quality has always been fine and at least comparable to dry cleaners. Although I've never asked Pressbox to handle something more complicated, that's something I still feel more comfortable talking about with a person.”



A simple plan to
increase loyalty and
inspire your
customers

QUESTIONS?