

Digital Strategy for ‘Your Serviced Laundrette’

INTE1030 – 2C



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S4034494 | Nandula Gamage

S4027256 | Matthew Samuel

S4027333 | Nikunj Gupta

S4012689 | Rejoice Nkata

S4044797 | Akshat Singh

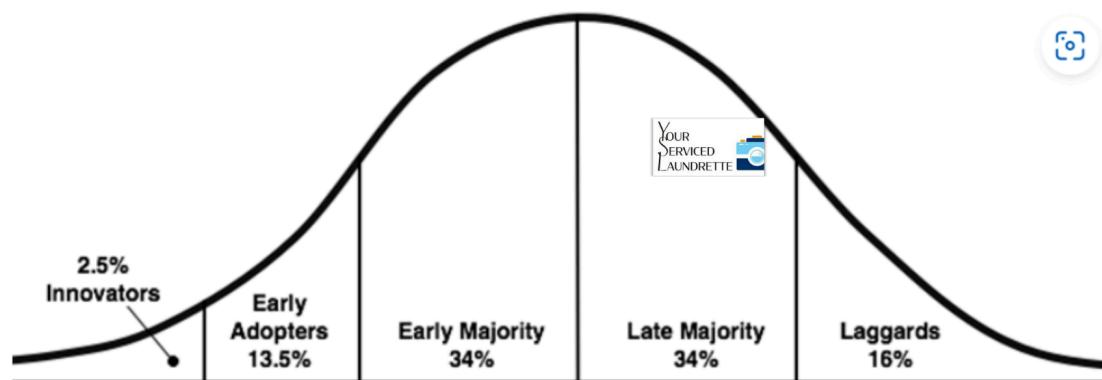
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1. Introduction

Your Serviced Laundrette (YSL), located in Southbank Melbourne, offers self-service laundry, wash-dry-fold, express services, and laundry supplies. Known for its high-capacity machines, YSL serves residents, students, and tourists in the densely populated CBD vicinity. Our research included site visits, owner communications, and secondary research through their limited online presence.

Despite its strategic location, YSL struggles with a limited digital presence, relying primarily on word-of-mouth and physical advertisements.



As the 'late majority' when adopting technologies, YSL has adopted some digital solutions, like cashless payments, but the lack of an integrated digital platform, such as a dedicated mobile app or a responsive website, constrains its ability to enhance operational efficiency and improve customer engagement (Rich, 2023). YSL also lacks features, such as real-time notifications, digital service guides, and online booking capabilities in-store, which are increasingly becoming standard in competitive urban markets (Online scheduling software, 2022).

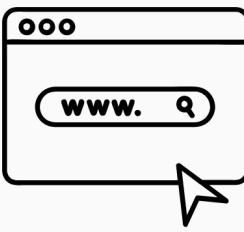
As YSL operates with minimum labor and relies more on machine-operated systems for its primary business process, the scope of its **digital strategy is for digitalized solutions** that focus on developing a comprehensive digital platform to streamline operations, improve customer satisfaction, and enhance business visibility. Utilizing frameworks like PESTEL, Porters Five Forces and SWOT we investigate YSLs internal and external environments. We then utilized

TOWS analysis to brainstorm the objectives based on the SWOT, prioritizing them based on value addition and ease of implementation(Fatih Serdar Çitak, 2024).

This report introduces four key objectives selected through the above analysis as part of YSL's digital strategy:

SCOPE OF THE PROPOSED DIGITAL STRATEGY

YSL must embrace digital transformation by implementing the following four objectives to enhance operational efficiency and customer experience with digitalized solutions.



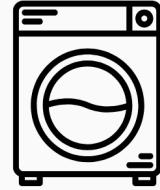
DEVELOP A WEBSITE



DEVELOP A MOBILE APP



INSTORE AI KIOSK CHATBOT



AI MACHINE UPGRADES

These objectives align with YSL's goal of enhancing customer convenience and operational efficiency. To ensure success, a balanced scorecard approach will be used for evaluating and implementing the strategy (Lucco, 2023).

2. Digital strategic analysis

YSL's internal and external business environment was analyzed using several strategic tools, including a PESTEL, SWOT, and Porter's Five Forces, to identify the key digital challenges and opportunities the business faces.

Internal Environment:

YSL INTERNAL ENVIRONMENT ANALYSIS	
Aspect	Analysis
Business Strategy	<ul style="list-style-type: none"> The mission of YSL is to give an efficient and accessible laundry experience in Southbank, with a vision to become a leading hassle-free smart laundromat. YSL prioritized customer convenience, innovation, sustainability, efficiency and utilizes modern technology to fulfill this commitment.
Business Process and IT analysis	<ul style="list-style-type: none"> IT Integration: Smart machines with touch pads, apple pay and card options with a customer app for payments and discounts Business Processes: Laundry operations, vending machine management, customer service helpline. IT Applications: Smart Machines, outsourced customer app and payment systems significantly uplift operational efficiency Strengths and Weaknesses: Smart machines and outsources application offer a competitive edge however lack of on-site staff may impact customer service and lead to higher costs in digital risks.
Value Chain Analysis	<ul style="list-style-type: none"> Primary Activities: Laundry Services, Payment Processing, Customer Helpline. Support Activities: Maintenance and supply chain management for laundry powder and vending machines. Evaluation: Integration of modern tech is a strength however reliance on owner for issue resolution could be an issue
Digital Portfolio Analysis	<ul style="list-style-type: none"> Digital Portfolio Evaluation: Significant digital presence with smart machines and cashless payments, but app functionality and customer service need improvement. Digital Skills Management: Owner is sole handler of all operations. To handle growing technological demands, enhanced digital skills and management support initiatives are required.

YSL has integrated modern, high-capacity laundry machines that accept cashless payments, providing a strong technological foundation for further digital upgrades. However, its existing digital capabilities are limited, and the business lacks an online booking system, dedicated app, or responsive website. These weaknesses result in low brand visibility and customer engagement, especially among tech-savvy urban residents.



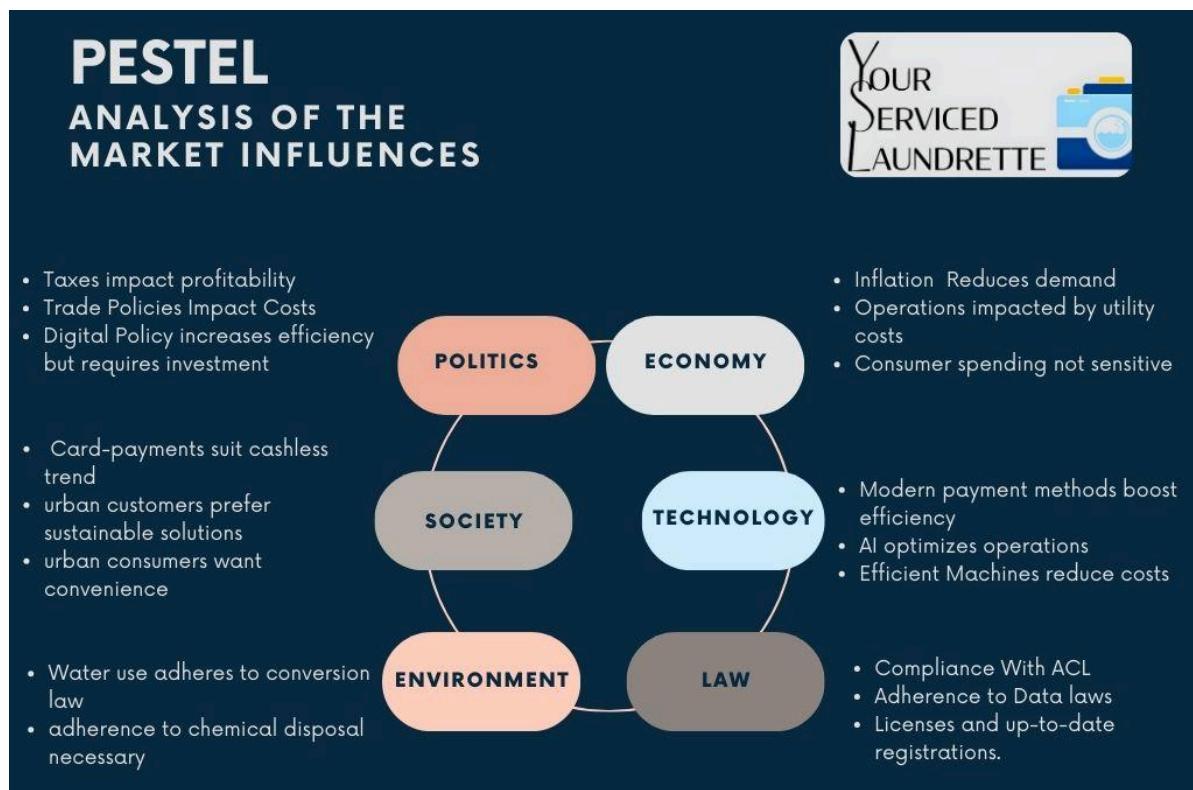
The absence of staff on-site also means customers rely on self-service and paper-based posters as the images above show, which could be supported by digital tools like kiosk chatbots and digital signage, but this functionality is currently missing.

External Environment:

The external analysis highlights trends in the laundry and dry-cleaning market, including the growing demand for convenience and digital solutions. The global trend towards cashless payments, on-demand services, and digital engagement presents significant opportunities for YSL to capitalize on (Nayax, 2021).

Pestel Analysis

The Pestel analysis assesses the external factors that have an impact on a business. The framework identified threats and opportunities, giving strategic decisions to improve market position(Constantin 2024)



Political Factors: The Australian government encourages small businesses to adopt digital strategies through transformation policies, which can lead to operational efficiency but also require upfront investment in new technologies (ministers.treasury.gov.au, 2022).

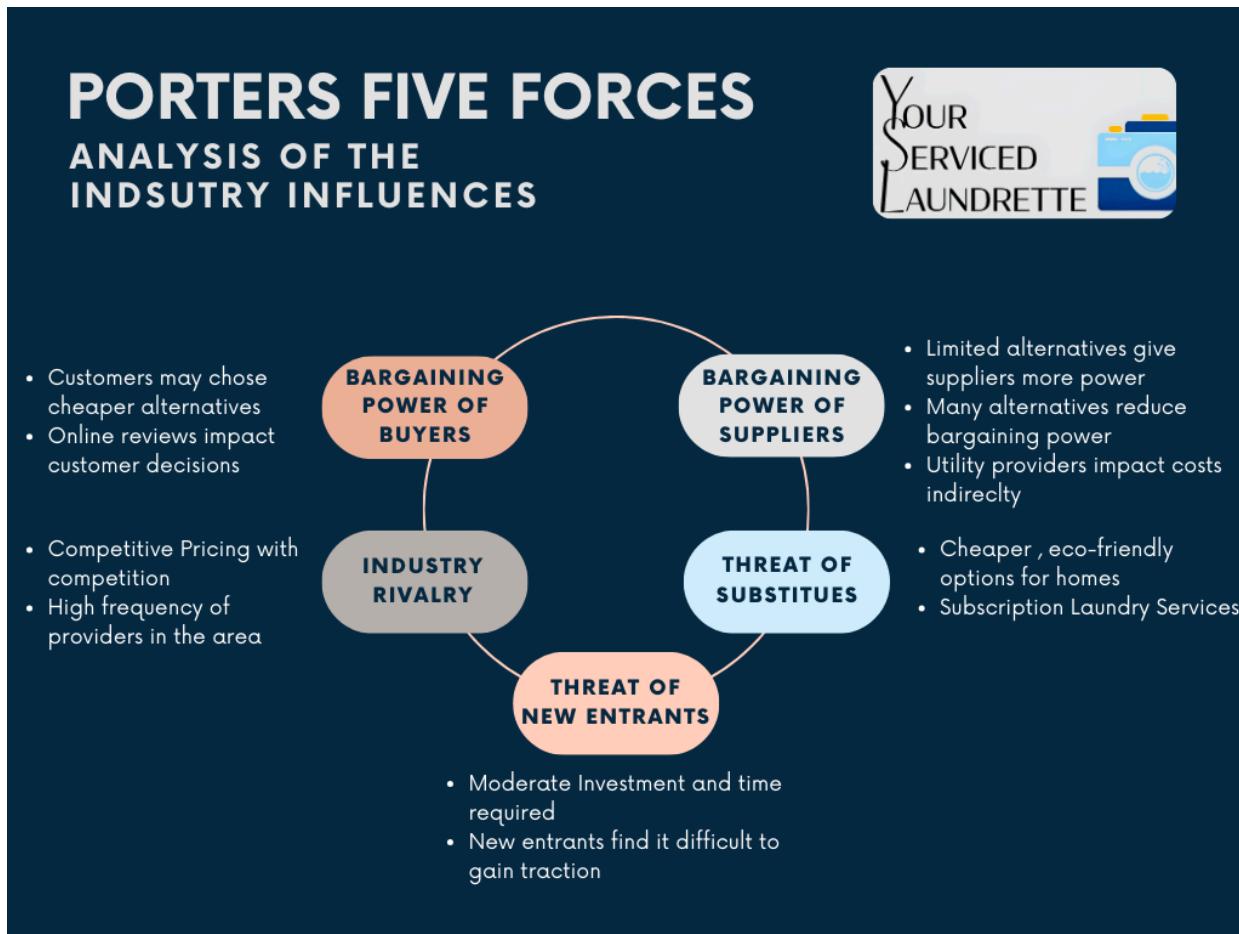
Economic Factors: Rising living costs and inflation pose a threat to YSL's profitability, as customers may reduce spending on non-essential services. However, Melbourne's economy remains stable overall, and the presence of international students and tourists continues to support local businesses (Schelle, 2024).

Social Factors: There is a growing preference for convenient, tech-enabled services, particularly in urban areas like Southbank. As more customers adopt cashless payment methods and seek out services that save time (Caddy et al., 2020), YSL's digital transformation could align perfectly with these trends.

Technological Factors: The rapid advancement of app integration and machine learning offers opportunities for YSL to enhance customer experience. Introducing AI-enabled features, like predictive machine maintenance or personalized customer notifications, could significantly improve operational efficiency and customer satisfaction (Takyar, 2024).

Porter's Five Forces:

Porter's Five Forces model evaluates the competitive pressures in an industry to assist companies in determining their strategic positioning and gaining a competitive edge(Goyal, 2021).



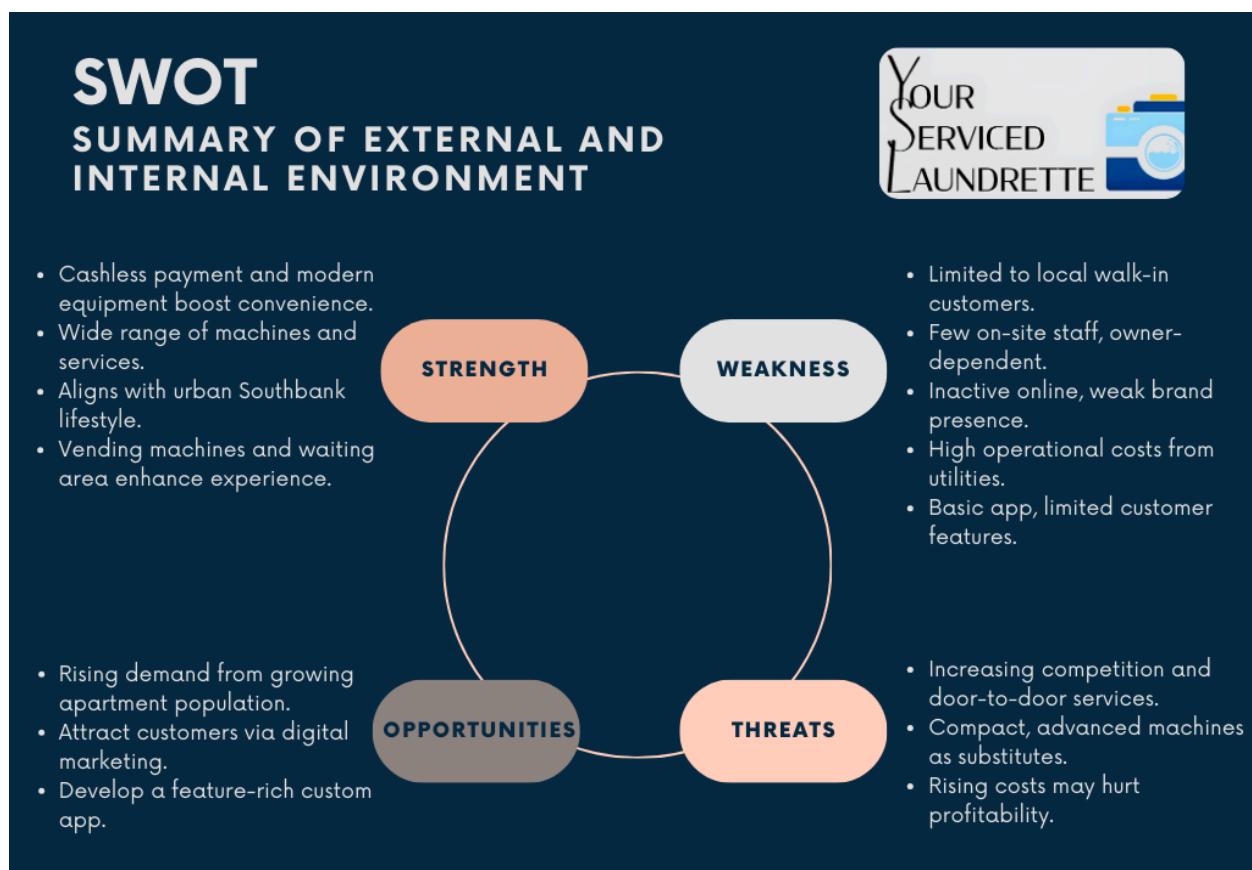
- **Threat of New Entrants:** The laundry industry has moderate barriers to entry due to the high initial investment required for equipment and location. However, the growing popularity of app-based, subscription laundry services poses a potential threat (Amarinfotech.com, 2024).
- **Industry Rivalry:** YSL faces low competition from other laundrettes in the Southbank area, many of which offer similar services. The introduction of digital services could help YSL differentiate itself from competitors.
- **Bargaining Power of Suppliers:** Suppliers of high-tech laundry machines have moderate bargaining power, as there are limited alternatives for the specialized equipment

YSL needs. The same applies to suppliers of detergents and other consumables, where multiple alternatives keep bargaining power low.

- **Bargaining Power of Customers:** Customers in the area have access to numerous laundry service options, which increases their bargaining power. They are price-sensitive and quick to switch to alternatives offering better convenience or lower prices (Nieman, 2023). Stressing why differentiating the service is important.
- **Threat of Substitutes:** Customers may opt for home laundry services if they find them more convenient or cost-effective, especially as washing machines become more energy-efficient (Sustainability Victoria, 2024).

SWOT

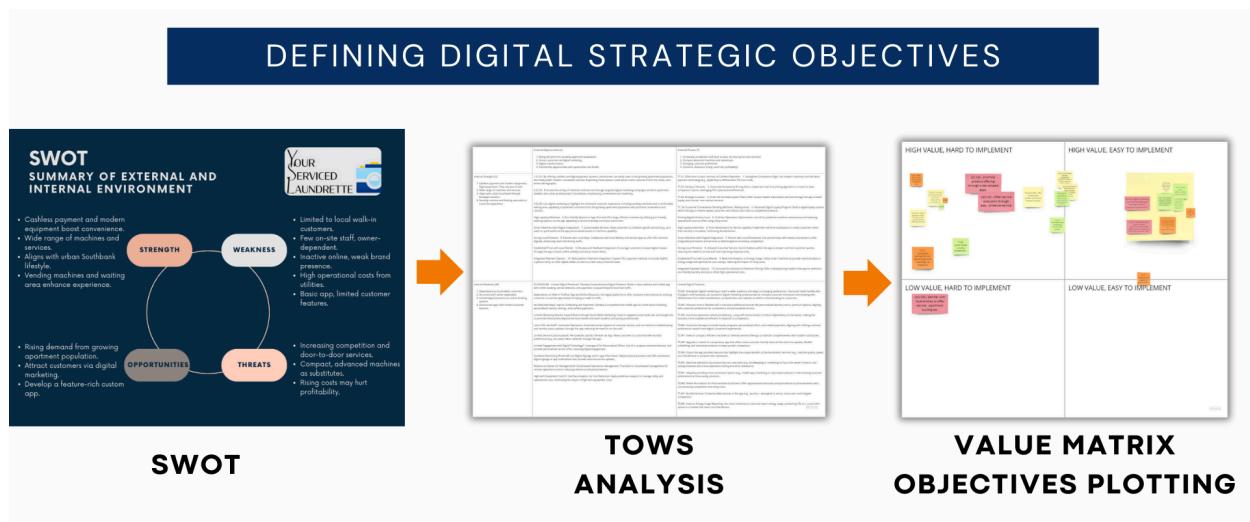
SWOT analysis helps YSL evaluate its strengths, weaknesses, opportunities, and threats to understand its position and plan for better operations and market adaptation (Palazzo, 2024). Let's evaluate the internal environment through SWOT.



Strengths: YSL's location in Southbank, a high-density urban area, provides access to a consistent flow of customers, particularly from the surrounding apartment buildings. The use of smart washing machines with cashless payment systems is a key strength, providing a modern and convenient user experience.

Weaknesses: YSL's digital infrastructure is outdated, with no dedicated mobile app or real-time communication features like notifications for completed laundry. This makes it difficult to compete with other, more technologically advanced laundrettes in the area.

3. Defining digital strategic objectives and actions



TOWS Analysis:

YSL's TOWS analysis expanded on its SWOT to transform weaknesses into strengths and leverage external opportunities. This helped YSL identify ways to improve its digital presence, expand offerings, and address threats through automation and enhanced customer service efficiency (Tiwari, 2024). After brainstorming objectives based on the TOWS analysis, the top four were chosen for their value and ease of implementation through the value matrix quadrants (Fatih Serdar Çitak, 2024). These goals aim to address weaknesses, capitalize on digital opportunities, and provide clear strategies for growth and innovation through digital transformation.

Objective 1: Increase Online Presence (Website and app)



YSL currently lacks a dedicated website or mobile app, limiting customer engagement and visibility. To address this, the first objective is to establish a robust online presence.

Strategic Actions:

- Develop a User-Friendly Website and Mobile App: The platform will allow customers to book services, make payments, and receive real-time updates on their laundry status. This will cater to the growing tech-savvy customer base and enhance convenience (Wisnu Uriawan et al., 2024).
- SEO and Social Media Integration: The website will be optimized for search engines and integrated with social media platforms to increase online visibility and customer engagement. Addressing the current low brand visibility, particularly among tourists and local residents (Clay, 2024).

By enhancing its online presence, YSL will not only address its current digital infrastructure weaknesses but also capitalize on external market opportunities, especially with the increasing demand for tech-enabled services.

Objective 2: Improve Information Services (AI Chatbot kiosk screen Inside Store)



To enhance the in-store customer experience, YSL will implement an AI powered chatbot kiosk screen. This chatbot will provide instant assistance to customers, answering frequently asked questions about machine usage, service options, and payment methods (Dunham 2024). The AIChatbot will be trained on data like customer insights and tacit knowledge from the owner Mr.Sonny. This will help

overcome the weakness of relying on paper-based information and the lack of in-store staff for customer concerns.

Strategic Actions:

- **AI Chatbot Integration:** Install an in-store digital kiosk as well as integrate the chatbot into the mobile app and website, allowing customers to interact with the chatbot for guidance and support (Khanna, 2024).
- **Training Data:** Ensure the chatbot is trained using common customer inquiries and technical issues to provide accurate and helpful responses (Sigosoft, 2024).
- **Continuous Improvement:** Regularly update the chatbot based on customer feedback and new service offerings (Sigosoft, 2024).

This objective will modernize in-store operations and reduce dependency on manual support, enhancing operational efficiency.

Objective 3: Further Product Automation (Through App)



YSL already operates with cashless payments, but more automation can improve operational flow and customer convenience. This objective focuses on integrating automated machine control features within the mobile app.

Strategic Actions:

- In-App Automation: The app will allow customers to select machine cycles, schedule services, and receive notifications when laundry is done. This will streamline operations, offering customers more control and a smoother experience (Altynpara, 2023).
- Loyalty Programs and Promotions: Introduce in-app incentives, such as loyalty points and discounts, to encourage digital engagement and repeat use of YSL's services.

This objective directly addresses operational inefficiencies and provides a competitive edge by offering advanced digital solutions for customers.

Objective 4: Machine AI Upgrades



YSL's current machines lack the ability to provide real-time updates or monitor performance, leading to operational inefficiencies. AI-powered machine upgrades can resolve these issues.

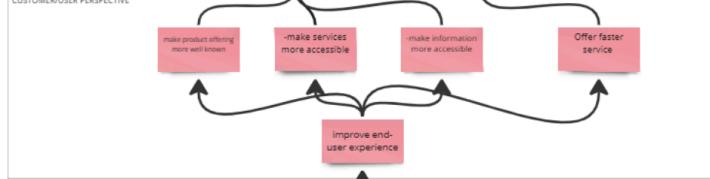
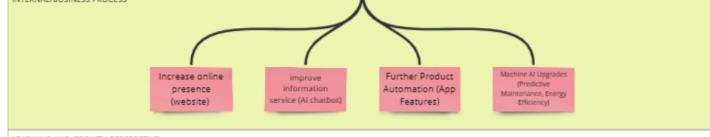
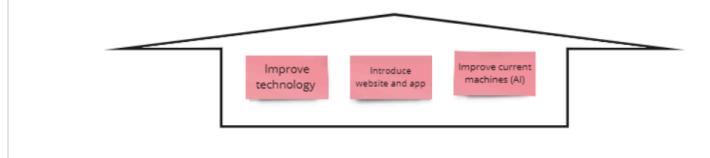
Strategic Actions:

- **AI Sensors for Predictive Maintenance:** Install sensors on machines to track their performance and predict maintenance needs, minimizing downtime and extending equipment lifespan (Ziddu 2024).
- **Real-Time Notifications:** Customers will receive real-time updates on machine availability and laundry progress through the app, improving communication and reducing wait times (Altynpara, 2023).
- **Energy Optimization:** Use AI to analyze machine usage and optimize energy consumption, contributing to operational cost savings and sustainability (Ananda Kumar, Gv and Vaani, 2019).

These machine upgrades will enhance YSL's operational efficiency, reduce maintenance costs, and improve customer satisfaction.

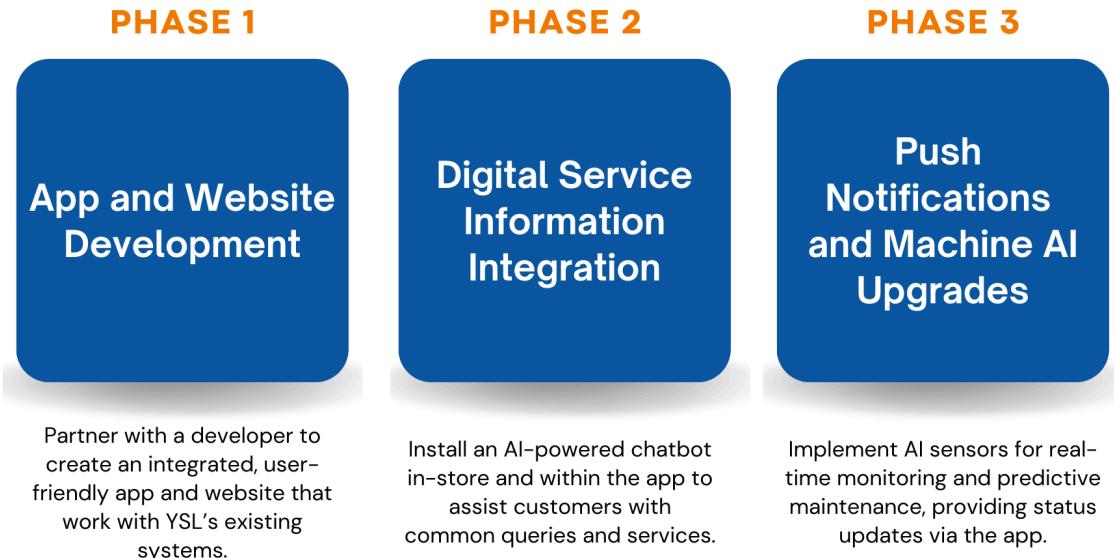
YSL Strategy map with the balanced scorecard

These 4 objectives plotted in the digital strategy below under ‘Internal business process’ provide a clear path for improving YSL’s service delivery and aligning the business with modern, tech-driven customer expectations.

BUSINESS OBJECTIVES AND STRATEGY MAP	MEASURE	TARGET
FINANCIAL 	<ul style="list-style-type: none"> income growth percentage utility costs net profit margin percentage 	<ul style="list-style-type: none"> 10% Revenue Increase in 5 months 5% reduction of utilities 5% net profit increase in 3 months
CUSTOMER/USER PERSPECTIVE 	<ul style="list-style-type: none"> website traffic Application Usage metrics customer satisfaction surveys average session time in app customer interactions 	<ul style="list-style-type: none"> engagement increase by 30% in 6 months 20% increase in Website traffic bounce rate under 40% customer satisfaction over 85% in 6 months
INTERNAL/BUSINESS PROCESS 	<ul style="list-style-type: none"> usage rates of new payment methods online booking conversion rate chatbot satisfaction rate user adoption rate digital signage engagement 	<ul style="list-style-type: none"> 70% increase in digital payments 25% of bookings are made online 85% satisfaction for chatbot rating 40% app adoption in 3 months 50% increase in promotion awareness
LEARNING AND GROWTH PERSPECTIVE 	<ul style="list-style-type: none"> process automation rate user adaptation rate (New app and Website) track operational efficiency through AI 	<ul style="list-style-type: none"> automate 50% of machines in 12 months 75% customer adaptation in 6 months 20% reduction in energy costs



4. Digital strategy implementation



The implementation of YSL's digital strategy will follow a phased approach to ensure smooth integration of new systems while minimizing disruptions to current operations. This section outlines the roadmap for successfully implementing the digitized solution, aligned with the business objectives and targets outlined in the strategy map.

Phase 1: App and Website Development

Phase one will focus on the development and rollout of the mobile application and website. YSL partners with an app development first specializing in SME business solutions, assuring the application is user-friendly and intuitive. The website will be developed in parallel to the app to provide customers with a consistent digital experience(AppMySite 2024).

- **Key Implementation Issue:** ensuring the application and website integrate seamlessly with the smart machines. In order to prevent service interruptions compatibility between existing and new systems is crucial.

Phase 2: Digital Service Information Integration

The second phase involves the integration of digital service guides and the AI-powered chatbot feature into the mobile app and website. This phase will also include testing to ensure that the guides are accessible and easy to follow(Yadav 2024). Once the guides are created a digital kiosk will be set up instore that runs the systems and allows for customer interactions if they do not have access to the app or website.

- **Key Implementation Issue:** YSL must ensure that the digital service information is clear and effective, especially for customers who are not tech-savvy.

Phase 3: Push Notifications and Machine AI Upgrades

Once the app is fully functional, the third phase will focus on implementing the push notification system and launching machine AI upgrades. These upgrades will improve the maintenance and monitoring of YSL's machines, offering real-time status updates to both customers and the owner(Sukhraj, R 202)

- **Key Implementation Issue:** assuring the reliability of the notification system and AI solutions and providing efficient customer support to handle technical difficulties.

A gradual approach must be utilized by YSL to address these implementation challenges. This process begins with the installation of in-store kiosks, followed by apps and website launch. This phased approach helps optimize costs and ensure a smooth transition for staff and customers. Educational campaigns will be run and offer in-ap discounts to push customers to adopt the new platforms. Staff training is minimal as YSL primarily operates on machine-based systems however clear communication on new digital features is crucial. In-store signage and social media will promote new services and applications, this assuring an effortless transition to the digitalized system(Zendesk, Australia 2022).

5. Evaluation

To assess the success of YSL's digital strategy, a comprehensive evaluation framework will be established using the balanced scorecard approach. This framework will measure performance across four key areas: financial performance, customer satisfaction, internal processes, and learning and growth, aligning with the targets outlined in the strategy map.

BALANCE SCORE CARD

	OBJECTIVES	MEASUREMENT	TARGET	INITIATIVES
Financial Perspective	<ul style="list-style-type: none"> increase sales volume Reduce operating cost increase profitability 	<ul style="list-style-type: none"> income growth percentage utility costs net profit margin percentage 	<ul style="list-style-type: none"> 10% Revenue Increase in 5 months 5% reduction of utilities 5% net profit increase in 3 months 	<ul style="list-style-type: none"> launch customer loyalty programs implement automation tools increased cross selling
Customer Perspective	<ul style="list-style-type: none"> make product offering more well known -make services more accessible -make information more accessible Offer faster service improve end-user experience 	<ul style="list-style-type: none"> website traffic Application Usage metrics customer satisfaction surveys average session time In app customer interactions 	<ul style="list-style-type: none"> engagement increase by 30% in 6 months 20% increase in Website traffic bounce rate under 40% customer satisfaction over 85% in 6 months 	<ul style="list-style-type: none"> launch targeted marketing launch application launch AI chatbot
Internal Process Perspective	<ul style="list-style-type: none"> Increase online presence (website) improve information service (AI chatbot) Further product automation (through app) AI technology on machines for machine status (operational and customer service) - Rejoice 	<ul style="list-style-type: none"> usage rates of new payment methods online booking conversion rate chatbot satisfaction rate user adoption rate digital signage engagement 	<ul style="list-style-type: none"> 70% increase in digital payments 25% of bookings are made online 85% satisfaction for chatbot rating 40% app adoption in 3 months 50% increase in promotion awareness 	<ul style="list-style-type: none"> Launch Website Launch live support AI chatbot integrate AI into machines
Learning & Growth Perspective	<ul style="list-style-type: none"> Improve technology Introduce website and app Improve current machines (AI) 	<ul style="list-style-type: none"> process automation rate user adaptation rate operational efficiency 	<ul style="list-style-type: none"> automate 50% of machines in 12 months 75% customer adaptation in 6 months 20% reduction in energy costs. 	<ul style="list-style-type: none"> Launch AI monitoring systems Develop customer App integrate operations to app

Financial Performance

YSL's digital transformation through digitalized solutions aims to increase operational efficiency, leading to financial gains. This will be assessed through quantifiable financial metrics.

Revenue Growth: YSL targets a 10% increase in revenue within five months through its digital platforms, emphasizing the impact of enhanced customer involvement.

Measures and targets:

Cost Reduction: The goal is to reduce utility expenses by 5% using AI technologies to enhance energy efficiency.

Profitability: YSL aims for a 5% increase in net profits within three months through higher revenue and lower expenses.

Customer Satisfaction

Customer satisfaction is crucial for YSL. Feedback will be gathered through surveys, in-app mechanisms, and online reviews, providing insights into customer experiences with the app, website, and in-store services.

Measures and targets:

Customer engagement: Aiming for a 30% increase in digital customer engagement within six months, YSL will measure this through app usage, website interactions/traffic, and loyalty program involvement.

Customer Satisfaction Score: Online reviews, in-app feedback, and surveys will all be used to gauge overall customer satisfaction with a target rating of above 85%.

Internal Processes

Behind the scenes, YSL internal processes are the engine that drives the digital transformation. The organization will prioritize refining these processes to consistently increase productivity.

Measures and targets:

Digital Payments: YSL plans a 70% increase in app-based digital payment usage.

Online Bookings: The goal is for 25% of bookings to be made online to improve convenience and resource allocation.

Learning and Growth

The final evaluation area assesses YSL's capacity to adapt and enhance its digital services by monitoring system performance, energy efficiency improvements, and feature updates. The organization will prioritize continuous improvement and the introduction of new services, leveraging consumer feedback and tracking industry trends to ensure the platforms remain user-friendly and responsive to evolving customer needs.

Measures and targets:

Machine Automation: YSL plans to AI automate 50% of its equipment within the next

12 months, employing technology to boost productivity, minimize human labor, and even offer new services to clients.

Digital Platform Adaptation: The company aspires to achieve 75% client adoption of its digital platforms within 6 months.

Energy Optimization: YSL is committed to sustainability, aiming to increase energy efficiency and lower expenses by 20%. This addresses consumer demand for environmentally friendly businesses.

Conclusion

In conclusion, the 2 objectives mentioned in the digitalized solution digital strategy for Your Serviced Laundrette (YSL) address the key challenges and opportunities the business faces in a highly competitive and tech-driven market. Through comprehensive analysis using tools such as PESTEL, SWOT, and Porter's Five Forces, the strategy has identified vital areas for digital transformation. By enhancing online presence, automating processes, and upgrading machine intelligence, YSL is well-positioned to improve operational efficiency, customer satisfaction, and brand visibility. The phased implementation ensures a smooth transition, while the balanced scorecard approach provides a clear framework for ongoing evaluation and adaptation, ensuring YSL's sustainable growth in the digital age.

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