



YOUR SERVICED LAUNDRETTE

Digital Strategy Plan

FOR DIGITISED SOLUTIONS

OVERVIEW

1. Background of the organisation
2. Findings of digital strategic analysis
3. Digital strategy objectives and actions
4. Implementation considerations
5. Evaluation approach



BACKGROUND

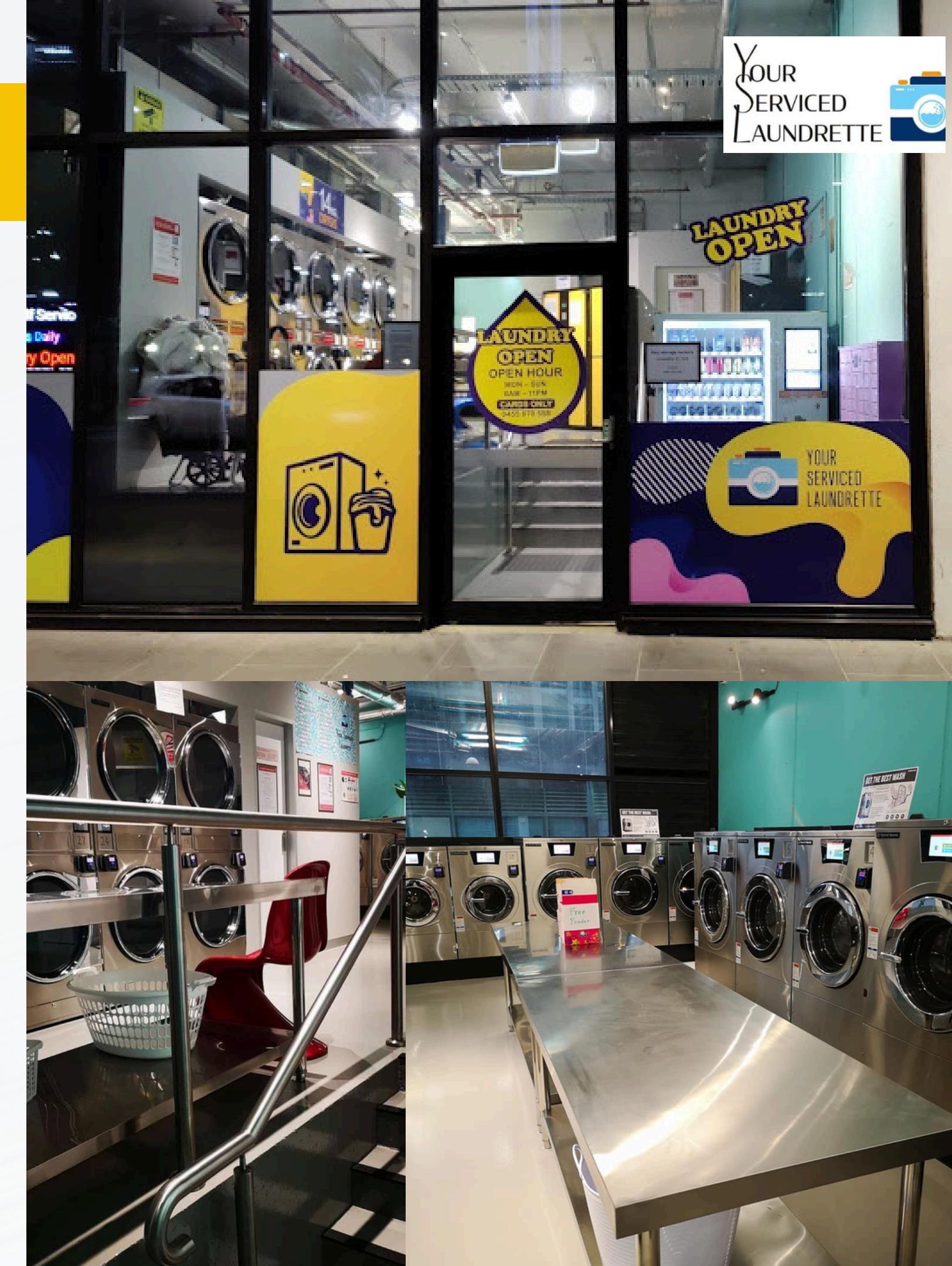
COMPANY BACKGROUND



Your Serviced Laundrette (YSL), a laundrette based in **Southbank**, Melbourne. Offers services like self-service laundry, wash-dry-fold, express laundry, and laundry supplies. Customer base includes local residents, students, and tourists.



- Serves a diverse clientele
- LOCAL RESIDENTS
 - STUDENTS
 - TOURISTS



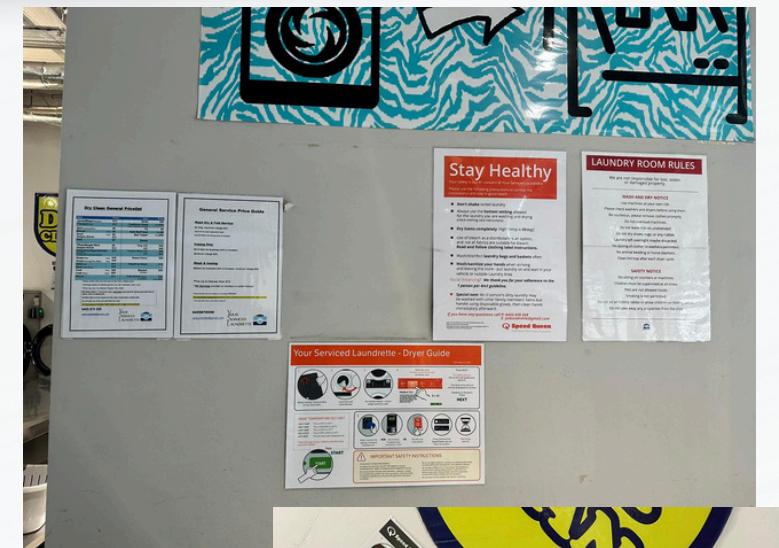
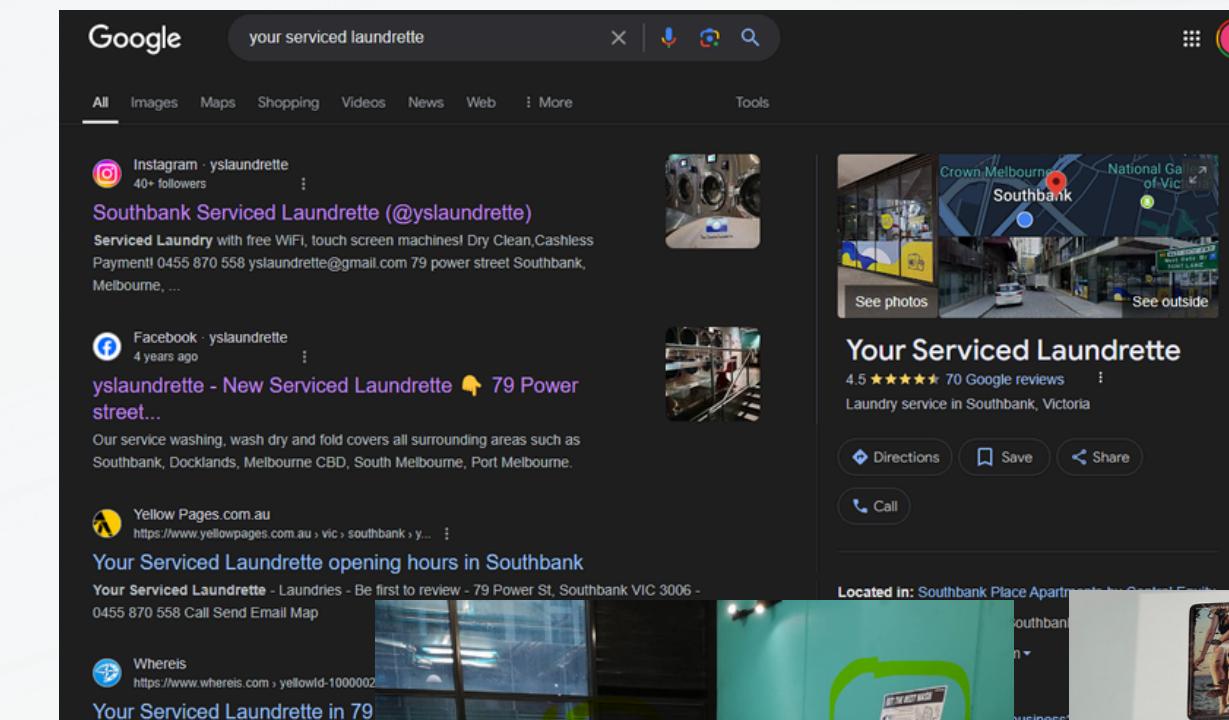
COMPANY BACKGROUND



- Cashless payment
- Modern equipment



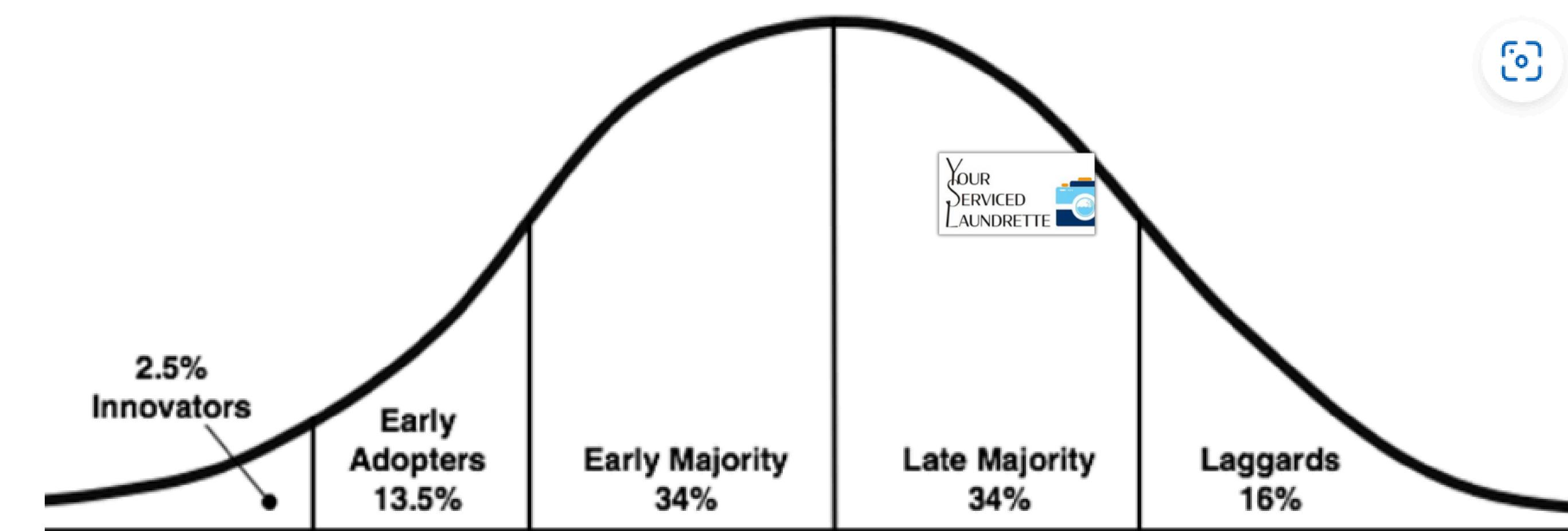
- No online booking
- Limited digital infrastructure
- Information is paper based
- No mobile app.





ASSUMPTIONS

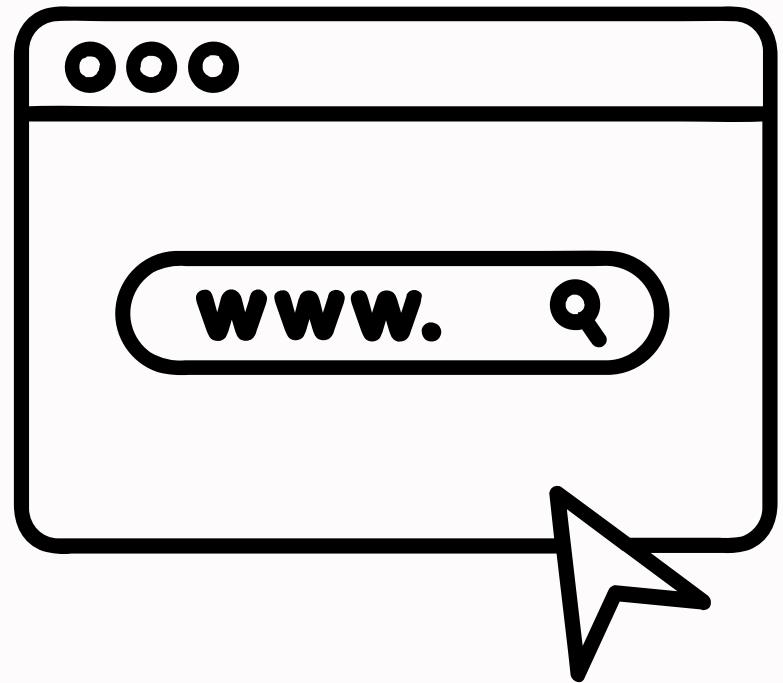
YSL recognizes the need for digital transformation to stay competitive. As a late adopter, it can benefit from a second-mover advantage, but the lack of a digital presence highlights the need for a clear digital strategy.



Source: Everett Rogers. Diffusion of innovations model

SCOPE OF THE PROPOSED DIGITAL STRATEGY

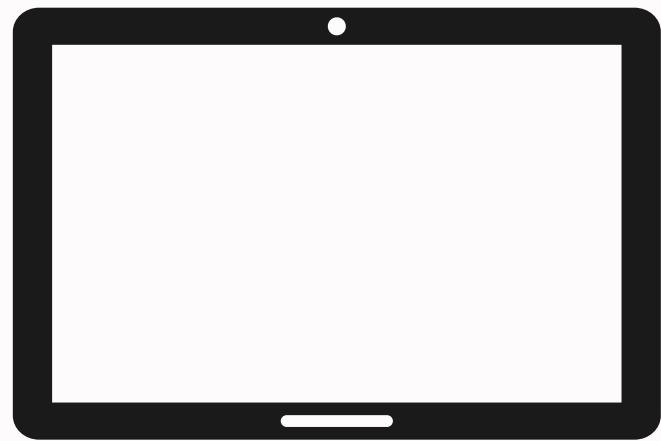
YSL needs to embrace digital transformation. Digitalized solutions to improve operational efficiency and customer experience.



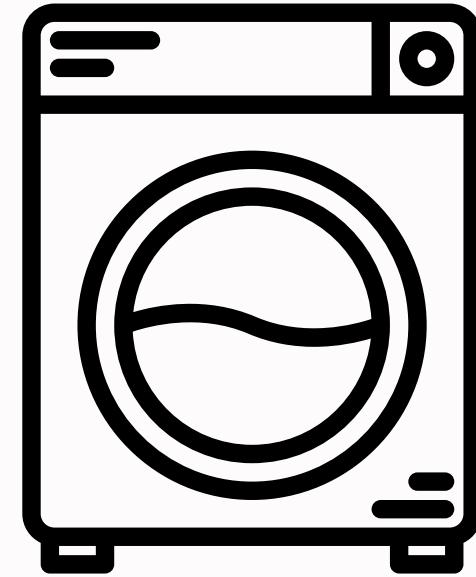
**DEVELOP A
WEBSITE**



**DEVELOP A
MOBILE APP**



**INSTORE AI
KIOSK
CHATBOT**



**AI MACHINE
UPGRADES**



DIGITAL STRATEGIC ANALYSIS

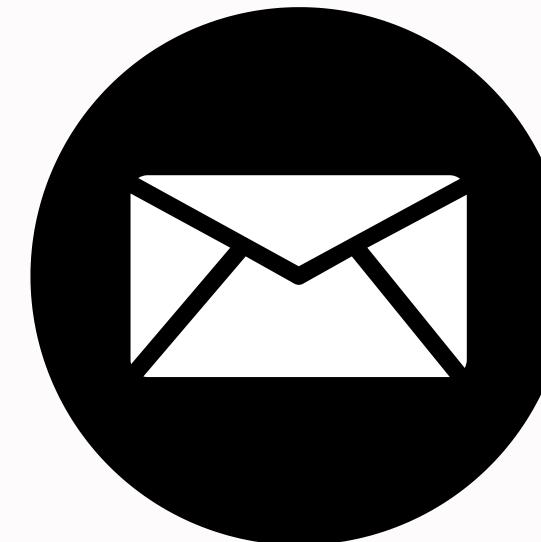
YSL's internal and external business environment was analyzed using several strategic tools, including a PESTEL, SWOT and Porter's Five Forces, to identify the key digital challenges and opportunities the business faces.

STRATEGIC ANALYSIS

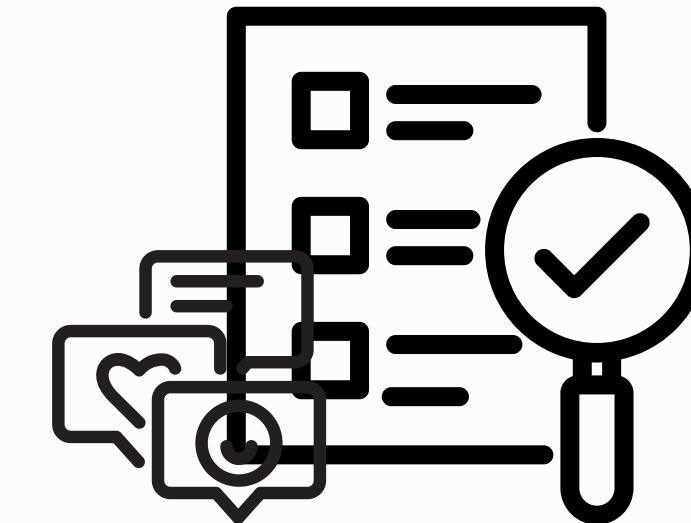
In order to develop our digital strategy we conducted both primary and secondary research.



**STORE
VISITS**



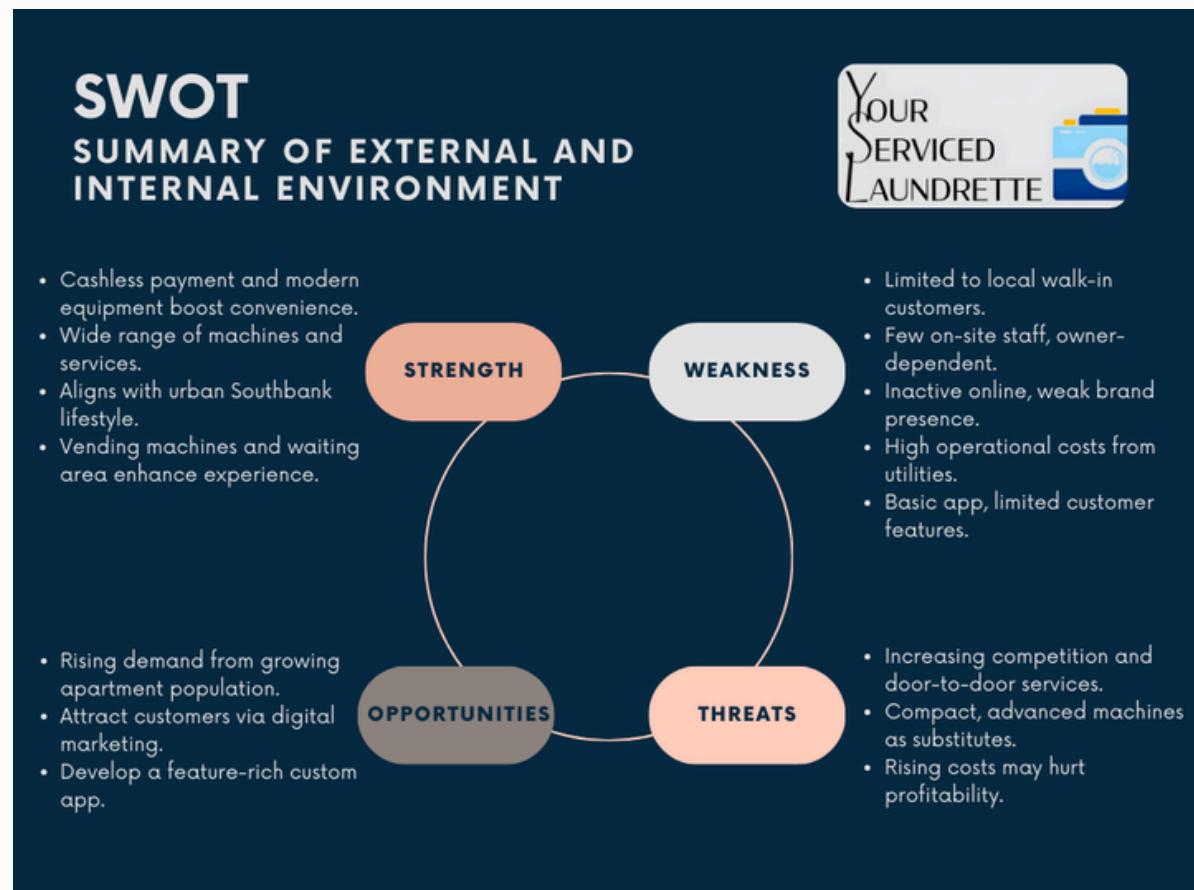
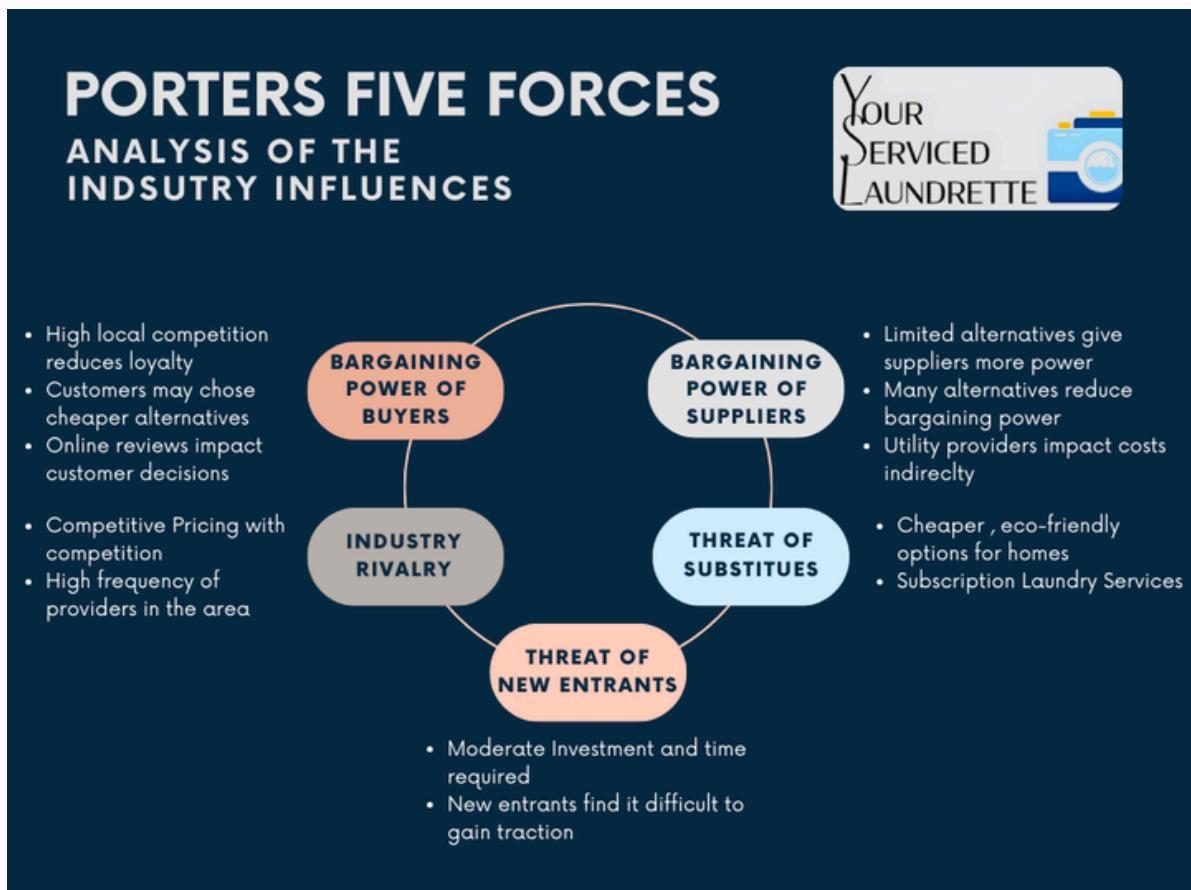
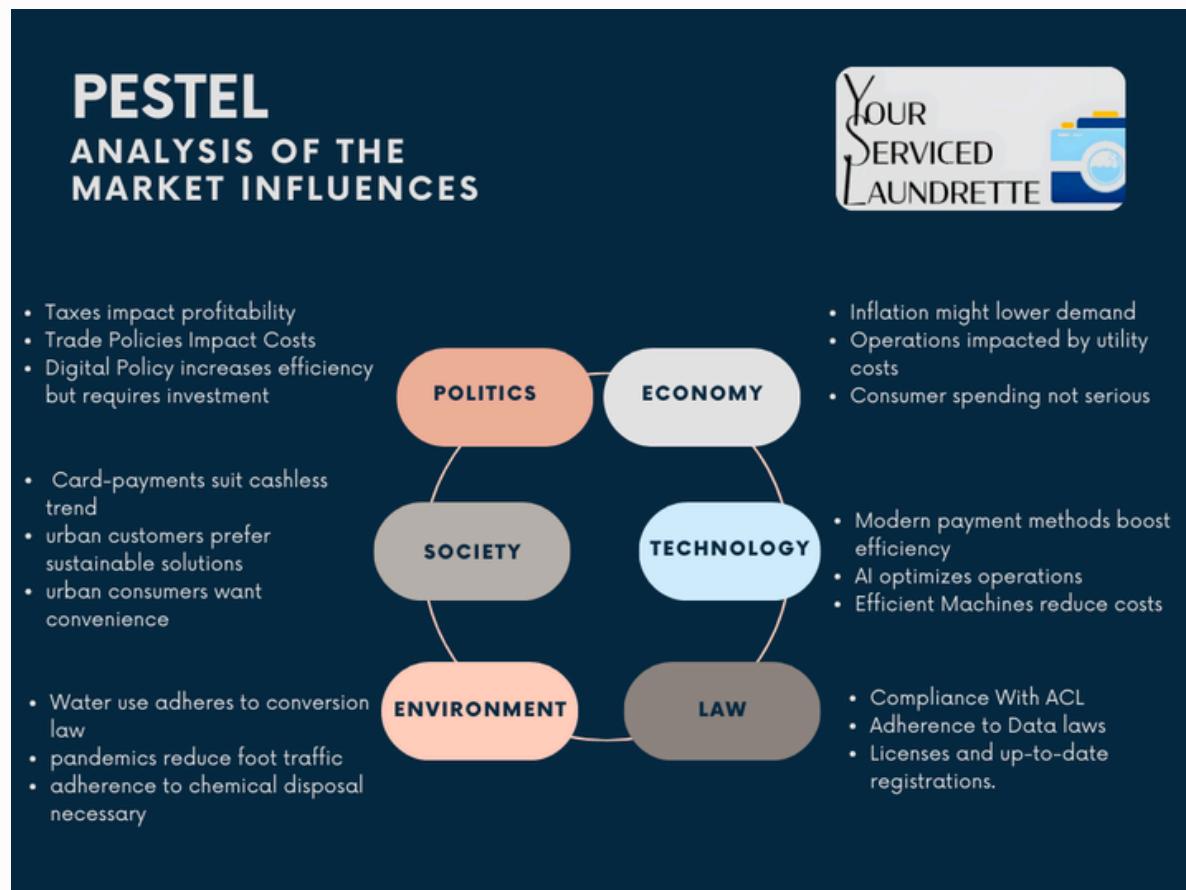
**DISCUSSIONS
WITH THE
OWNER**



**ANALYSIS OF EXISTING
ONLINE REVIEWS AND
PLATFORMS**

DIGITAL STRATEGIC ANALYSIS

INTERNAL ENVIRONMENT



INTERNAL ENVIRONMENT



Accessibility and efficiency: YSL focuses on providing an efficient laundry experience to residents in Southbank.



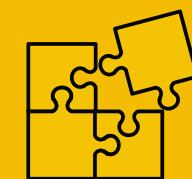
Innovative solutions: YSL aspires to be a leading laundromat utilizing modern machines and technologies.



Customer-centric approach: YSL puts importance on customer experience with a cashless payment solution and outsourced application



Sustainability and commitment: YSL strives for eco-friendly practices in operations



Operational Challenges: customer support is negatively impacted by the lack of on-site staff.

Aspect	Analysis
Business Strategy	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	IT Integration: Smart machines with touch screens, 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, Customer app and payment systems Significantly uplift operational efficiency Strengths and Weaknesses: Smart machines and 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	Primary Activities: Laundry Services, Payment Processing, Customer Helpline. Support Activities: Maintenance, IT infrastructure 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	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.

EXTERNAL ENVIRONMENT

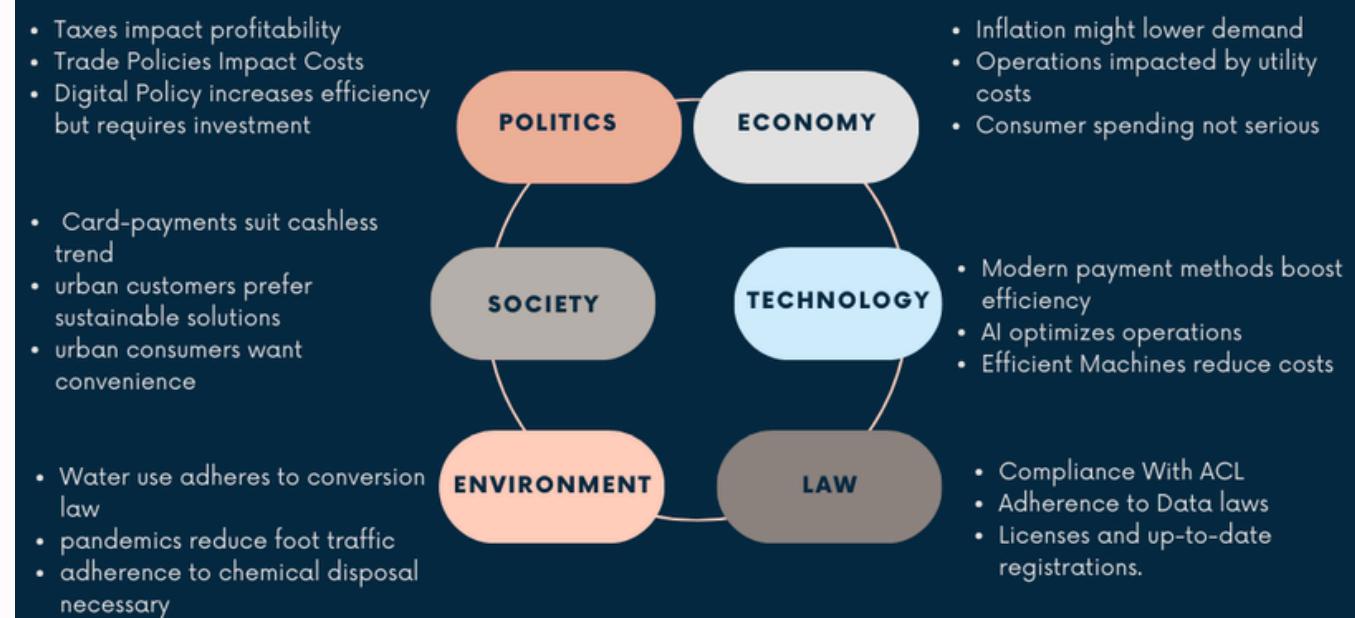
Key Takeaways:

- Profitability impact- trade and tax policies have affected costs and overall profitability
- Inflation concerns – Rising utility costs and inflation have deterred customers from utilizing non-essential services.
- Consumer preferences-the increasing demand for ecofriendly solutions aligns well with sustainable trends
- Technological adaptation – payment tech and eco-friendly machines help uplift customer experience and operational efficiency.
- Competitive landscape – increasing number of substitutes gives great competition in Southbank
- Market saturation – High barriers to entry cause problems for new competition.

PORTERS FIVE FORCES ANALYSIS OF THE INDUSTRY INFLUENCES



PESTEL ANALYSIS OF THE MARKET INFLUENCES



INTERNAL AND EXTERNAL ENVIRONMENT

Key Takeaways:

- Great variety of machines & services which are supported by cashless systems
- Current absence in online booking, mobile application and low digital presence limits engagement
- Areas for growth include integration of application to systems and enhancement of marketing.
- Threats lie in the increasing amount of door-to-door services and the development of more compact and efficient machines.



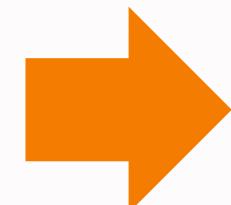
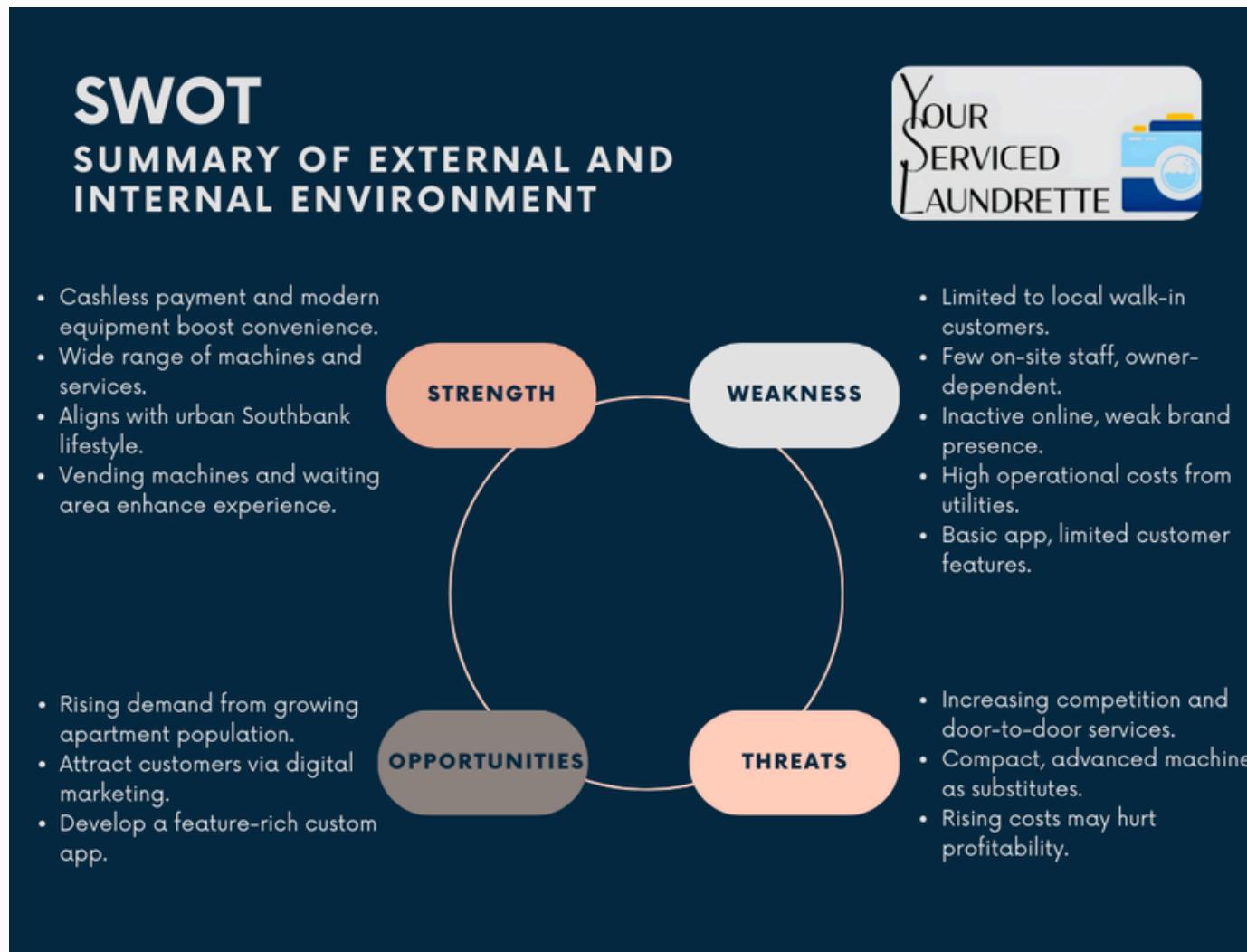


DEFINING DIGITAL STRATEGIC OBJECTIVES

The TOWS analysis helps YSL identify key digital strategies to overcome weaknesses, mitigate threats, and capitalize on opportunities, guiding its transformation through four strategic objectives aimed at growth and innovation.

TOWS ANALYSIS

The TOWS analysis helped YSL identify key digital strategies to overcome weaknesses, mitigate threats, and capitalize on opportunities, guiding its transformation through four strategic objectives aimed at growth and innovation.



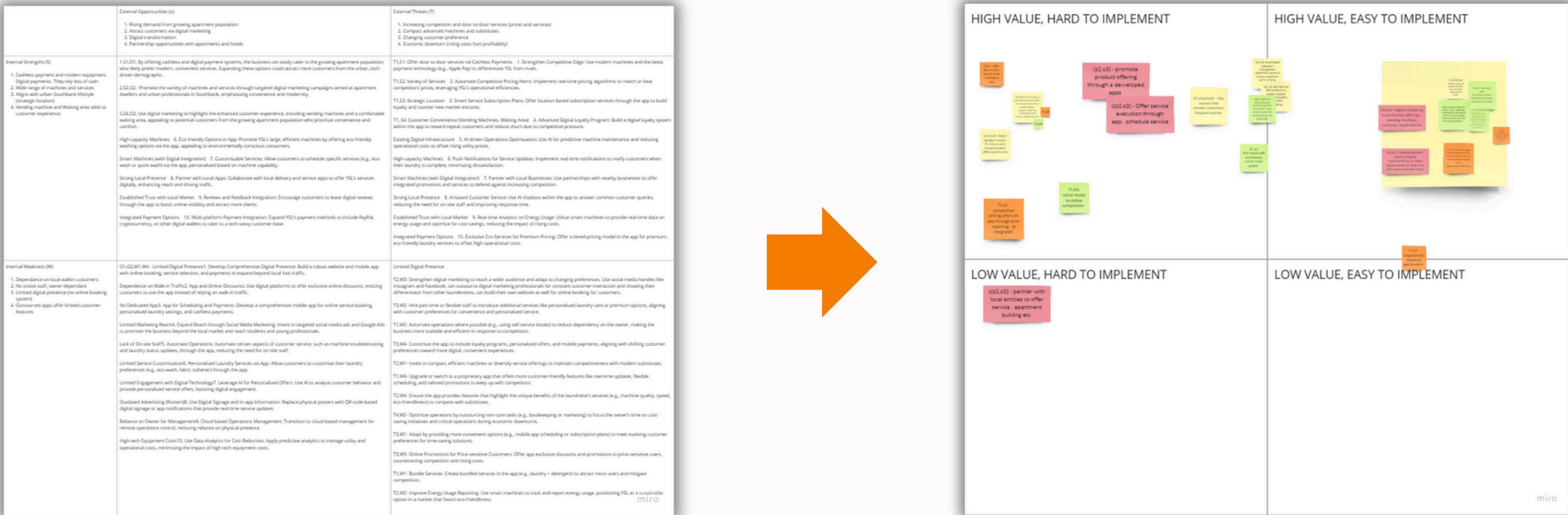
External Opportunities (O)	External Threats (T)
1. Rising demand from growing apartment population 2. Attract customers via digital marketing 3. Digital transformation 4. Partnership opportunities with apartments and hotels	1. Increasing competition and door-to-door services (prices and services) 2. Compact, advanced machines and substitutes 3. Changing customer preference 4. Economic downturn (rising costs hurt profitability)
Internal Strengths (S) 1.3.1.01: By offering cashless and digital payment systems, the business can easily cater to the growing apartment population, who likely prefer modern, convenient services. Expanding these options could attract more customers from the urban, tech-driven demographic. 2.5.2.02: Promote a variety of machines and services through targeted digital marketing campaigns aimed at apartment dwellers and urban professionals in Southbank, emphasizing convenience and modernity.	T1.5.1: Offer door-to-door services or Cashless Payments. 1. Strengthen Competitive Edge: Use modern machines and the latest payment technology (e.g., Apple Pay) to differentiate YSL from rivals. T1.5.2: Variety of Services. 2. Automate Competitive Pricing Alerts: Implement real-time pricing algorithms to match or beat competitor's prices, leveraging YSL's operational efficiencies.
1.5.4.02: Use digital marketing to highlight the enhanced customer experience, including vending machines and a comfortable waiting area, appealing to potential customers from the growing apartment population who prioritize convenience and comfort. High-capacity Machines. 4. Eco-Friendly Options: In App Promotions YSL's large, efficient machines by offering eco-friendly washing options via the app, appealing to environmentally conscious consumers.	T1.5.3: Strategic Location. 3. Smart Service Subscription Plans: Offer location-based subscription services through the app to build loyalty and conquer new market entries. Existing Digital Infrastructure. 6. AI-driven Operations Optimization: Use AI for predictive machine maintenance and reducing operational costs to offset rising utility prices.
1.5.5.02: Promote a variety of machines and services through targeted digital marketing campaigns aimed at apartment dwellers and urban professionals in Southbank, emphasizing convenience and modernity. Strong Local Presence. 8. Partner with Local Apps: Collaborate with local delivery and service apps to offer YSL's services digitally, enhancing reach and driving traffic. Established Trust with Local Markets. 9. Reviews and Feedback Integration: Encourage customers to leave digital reviews through the app to boost online visibility and attract more clients. Integrated Payment Options. 10. Multi-platform Payment Integration: Expand YSL's payment methods to include PayPal, cryptocurrency, or other digital wallets to cater to a tech-savvy customer base.	T1.5.4: Customer Convenience (Vending Machines, Waiting Area). 4. Advanced Digital Loyalty Program: Build a digital loyalty system within the app to reward repeat customers and reduce churn due to competitive pressure. High-capacity Machines. 6. Push Notifications for Service Updates: Implement real-time notifications to notify customers when their laundry is complete, minimizing dissatisfaction. Smart Machines (with Digital Integration). 7. Consumable Services: Allow customers to schedule specific services (e.g., eco-wash) or quickly select an app, providing convenience based on machine capacity. Strong Local Presence. 8. AI-based Customer Service: Use AI chatbots within the app to answer common customer queries, reducing the need for on-site staff and improving response time. Established Trust with Local Markets. 9. Real-time Analytics on Energy Usage: Utilize smart machines to provide real-time data on energy usage and optimize for cost savings, reducing the impact of rising costs. Integrated Payment Options. 10. Exclusive Eco-Services for Premium Pricing: Offer a tiered pricing model in the app for premium, eco-friendly laundry services to offset high operational costs.
Internal Weakness (W) Q1.Q2.W1.W4 - Limited Digital Presence! Develop Comprehensive Digital Presence: Build a robust website and mobile app with online booking, service selection, and payments to expand beyond local foot traffic. Dependence on Walk-in Traffic? 2. App and Online Discourse: Use digital platforms to offer exclusive online discourses, enticing customers to use the app instead of relying on walk-in traffic. No Dedicated App. 3. App for Scheduling and Payments: Develop a comprehensive mobile app for online service booking, personalized laundry settings, and cashless payments. Limited Marketing Reach!. 4. Outsourced Apps Offer Limited Customer Features	Limited Digital Presence T2.W3: Strengthen digital marketing to reach a wider audience and adapt to changing preferences. Use social media handles like Instagram and Facebook, outsource digital marketing professionals for consistent customer interaction and showcasing their differentiation from other laundries, can build their own website as well for online booking for customers. T3.W2: Hire part-time or flexible staff to introduce additional services like personalized laundry care or premium options, aligning with customer preferences for convenience and personalized service. T1.W2: Automate operations where possible (e.g., using self-service kiosks) to reduce dependency on the owner, making the business more scalable and efficient in response to competition. T3.W4: Customize the app to include loyalty programs, personalized offers, and mobile payments, aligning with shifting customer preferences toward more digital, convenient experiences. T2.W6: Invest in compact, efficient machines or diversify service offerings to maintain competitiveness with modern substitutes. T1.W4: Upgrade or switch to a proprietary app that offers more customer-friendly features like real-time updates, flexible scheduling, and tailored promotions to keep up with competitors. T2.W4: Ensure the app provides features that highlight the unique benefits of the laundry's services (e.g., machine quality, speed, eco-friendliness) to compete with substitutes. T4.W0: Optimize operations by outsourcing non-core tasks (e.g., bookkeeping or marketing) to focus the owner's time on cost-saving initiatives and critical decisions during economic downturns. T3.W1: Adapt by providing more convenient options (e.g., mobile app scheduling or subscription plans) to meet evolving customer preferences for time-saving solutions. T3.W3: Online Promotions for Price-sensitive Customers: Offer app-exclusive discounts and promotions to price-sensitive users, countering competition and rising costs. T1.W1: Bundle Services: Create bundled services in the app (e.g., laundry + detergent) to attract more users and mitigate competition. T2.W0: Improve Energy Usage Reporting: Use smart machines to track and report energy usage, positioning YSL as a sustainable option in a market that favors eco-friendliness.

SWOT

TOWS

TOWS ANALYSIS

The TOWS analysis helped YSL identify key digital strategies to overcome weaknesses, mitigate threats, and capitalize on opportunities, guiding its transformation through four strategic objectives aimed at growth and innovation.



TOWS

VALUE MATRIX

STRATEGIC OBJECTIVES OVERVIEW

These strategic goals are designed to tackle the company's weaknesses while taking advantage of digital opportunities to fuel growth and innovation.

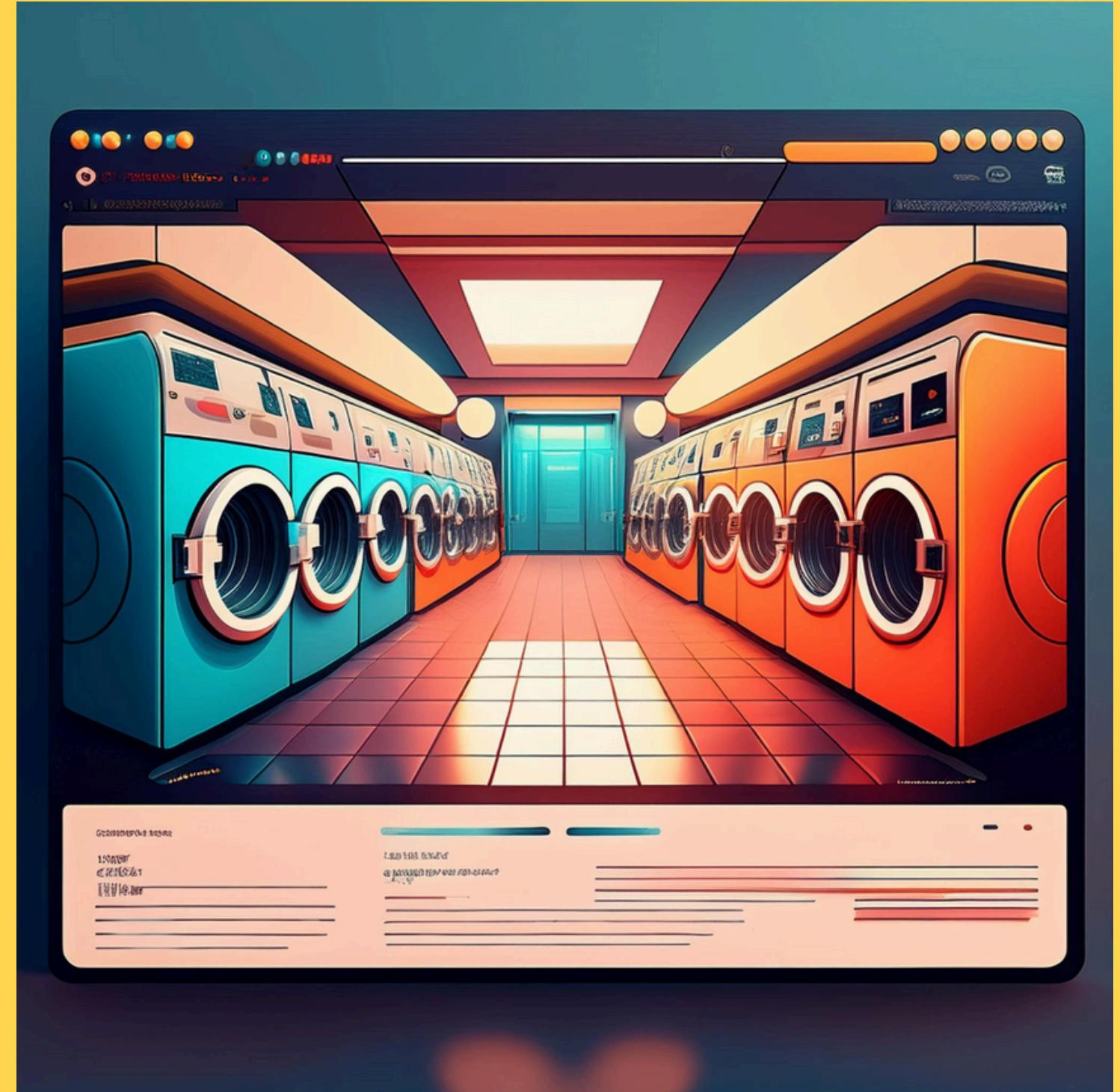
- **OBJECTIVE 1: INCREASE ONLINE PRESENCE (WEBSITE)**
- **OBJECTIVE 2: IMPROVE INFORMATION SERVICES (AI CHATBOT)**
- **OBJECTIVE 3: FURTHER PRODUCT AUTOMATION (APP FEATURES)**
- **OBJECTIVE 4: MACHINE AI UPGRADES (PREDICTIVE MAINTENANCE, ENERGY EFFICIENCY)**

OBJECTIVE 1: INCREASE ONLINE PRESENCE (WEBSITE)

A key priority for YSL is to develop a dedicated website and mobile app that allows customers to **book services, pay online, and receive updates about their laundry**. This will enhance YSL's customer experience by offering greater convenience and improving its online visibility.

Actions:

- **Develop a User-Friendly webapp:** Partner with an app developer/agency to create a website with functionalities like service booking, real-time updates, and payment options.
- **Website Optimization:** Create a responsive website with integrated booking and payment features. SEO and Social Media Integration: Ensure that the website is optimized for search engines and integrate it with social media channels to increase traffic and brand awareness.



OBJECTIVE 2: IMPROVE INFORMATION SERVICES (AI CHATBOT SCREEN INSIDE STORE)

- To enhance customer experience inside the laundrette, YSL will implement an **AI-powered chatbot**. This chatbot will provide instant assistance to customers, answering frequently asked questions about machine usage, service options, and payment methods.

Actions

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



OBJECTIVE 3: FURTHER SERVICE AUTOMATION (THROUGH APP)

- YSL's app will also allow customers to automate tasks like selecting machine cycles, scheduling laundry pick-up/delivery, and managing payments. This will not only streamline the process but also enhance the overall customer experience.

Actions

- **In-App Automation Features:** Add functionality for customers to select machine cycles, book specific time slots, and automate recurring orders.
- **Promotions and Discounts:** Offer in-app promotions to incentivize users to book their services online
- **Integration with Payment Systems:** add payment option such as WEpay for tourist and foreigners.



OBJECTIVE 4: MACHINE AI UPGRADES

YSL's machines will be upgraded to include AI capabilities. This will allow customers to receive real-time status updates on their laundry, while the owner can monitor machine performance and schedule maintenance.

Actions:

- **AI Machine Monitoring using Predictive Maintenance (PdM):** minimize downtime, and extend equipment lifespan, improving customer satisfaction.
- **Customer Notifications on Real-time Machine Status:** via the app on machine availability, laundry readiness, and any issues, enhancing transparency and convenience.
- **Energy Efficiency:** AI will optimize machine performance to reduce energy consumption and notify staff of maintenance needs, improving cost efficiency and staffing.



STRATEGY MAP

BUSINESS OBJECTIVES AND STRATEGY MAP	MEASURE	TARGET
<p>FINANCIAL</p> <pre> graph TD A[increase sales volume] --> C[increase profitability] B[Reduce operating cost] --> C </pre>	<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
<p>CUSTOMER/USER PERSPECTIVE</p> <pre> graph TD D[make product offering more well known] --> E[-make services more accessible] E --> F[-make information more accessible] F --> G[Offer faster service] G --> H[improve end-user experience] </pre>	<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
<p>INTERNAL/BUSINESS PROCESS</p> <pre> graph TD I[Increase online presence website] --> J[improve information service AI chatbot] J --> K[Further Product Automation App Features] K --> L[Machine AI Upgrades Predictive Maintenance Energy Efficiency] L --> M[improve end-user experience] </pre>	<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
<p>LEARNING AND GROWTH PERSPECTIVE</p> <pre> graph TD N[Improve technology] --> O[Introduce website and app] O --> P[Improve current machines AI] P --> M[improve end-user experience] </pre>	<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.



DIGITAL STRATEGY IMPLEMENTATION



To create a strategy implementation analysis for YSL, we can outline a roadmap that considers feasibility, identifies implementation issues, and sequences the tasks required to achieve each objective. This roadmap will provide a comprehensive view of the timelines, resources, and risks associated with the strategy, helping ensure that each initiative is realistic and achievable.

PHASE 1

App and Website Development

Partner with a developer to create an integrated, user-friendly app and website that work with YSL's existing systems.

PHASE 2

Digital Service Information Integration

Install an AI-powered chatbot in-store and within the app to assist customers with common queries and services.

PHASE 3

Push Notifications and Machine AI Upgrades

Implement AI sensors for real-time monitoring and predictive maintenance, providing status updates via the app.

PHASE 1

App and Website Development

PHASE 2

Digital Service Information Integration

PHASE 3

Push Notifications and Machine AI Upgrades



Integration Challenges: Ensuring compatibility between current machines and new digital systems may require technical adjustments.



Customer Adoption: Convincing traditional customers to use new digital platforms could be challenging, especially for less tech-savvy users.



Cost and Resource Constraints: Implementing advanced digital solutions might strain financial resources and require careful ROI management.

PHASE 1

App and Website Development

PHASE 2

Digital Service Information Integration

PHASE 3

Push Notifications and Machine AI Upgrades

-  **Gradual Implementation:** Introduce digital solutions in stages, starting with simple tools to manage costs and ease transition.
-  **Employee Training and Engagement:** Offer comprehensive training and incentives to motivate staff to adopt digital solutions.
-  **Customer Education and Incentives:** Use campaigns and discounts to educate and encourage customers to shift to digital platforms.
-  **Technical Support and Testing:** Provide thorough testing and support to ensure reliable systems and minimize customer disruptions.



EVALUATION

To assess the success of YSL's digital strategy, a comprehensive evaluation framework will be established. The balanced scorecard approach will be used to measure performance across four key areas: financial performance, customer satisfaction, internal processes, and learning and growth. These metrics are aligned with the targets and measures 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

- The first indicator of success will be YSL's financial performance. By tracking revenue growth, operational cost reductions, and increased sales of laundry services and supplies, YSL can measure the return on investment (ROI) of its digital strategy. The app and website are expected to increase revenue by improving customer retention and encouraging online bookings.

Key Metrics:

- 10% Revenue Increase in 5 months
- 5% reduction of utilities
- 5% net profit increase in 3 months

BUSINESS OBJECTIVES AND STRATEGY MAP			MEASURE	TARGET
FINANCIAL	<div style="background-color: #f08080; padding: 5px; text-align: center;">Increase sales volume</div> <div style="background-color: #f08080; padding: 5px; text-align: center;">Reduce operating cost</div> <div style="background-color: #f08080; padding: 5px; text-align: center;">Increase profitability</div>		1. Frequency of unplanned machine downtime 2. Real-time machine status (customer satisfaction with machine availability information) 3. Staffing costs relative to peak and off-peak hours. 4. Time taken to address machine malfunctions. 5. Customer satisfaction with communication about machine status (through surveys or feedback).	1. Reduce frequency of unplanned downtime by 15% within 6 months. 2. Achieve 90% customer satisfaction with machine availability information within 6 months. 3. Reduce staffing costs by 5% within 6 months by optimizing staff schedules based on AI-predicted demand. 4. Reduce average machine repair time by 20% within 6 months. 5. Achieve 90% customer satisfaction with the proactiveness and clarity of machine status communication within 6 months.

CUSTOMER SATISFACTION

- Customer satisfaction will be evaluated using surveys and in-app feedback mechanisms. Customers will be asked to rate their experience with the app, website, and in-store services, particularly focusing on the ease of use and the value of real-time notifications and machine status updates.

Key Metrics:

- Customer engagement increased by 30% in 6 months
- 20% increase in Website traffic
- bounce rate under 40%
- customer satisfaction over 85% in 6 months

BUSINESS OBJECTIVES AND STRATEGY MAP					MEASURE	TARGET
<p>CUSTOMER/USER PERSPECTIVE</p> <ul style="list-style-type: none"> improve cost perception make product offering more well known - <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>make product offering more well known</p> </div> <div style="text-align: center;"> <p>-make services more accessible</p> </div> <div style="text-align: center;"> <p>-make information more accessible</p> </div> <div style="text-align: center;"> <p>improve end-user experience</p> </div> <div style="text-align: center;"> <p>Offer faster service</p> </div> </div>					<ol style="list-style-type: none"> Website Traffic(utilize website analytics to get in-depth understanding on engagement and other website related analytics) App usage metrics(to analyze the popularity of the application and analyze the transfer from first to longer term customers. Customer Satisfaction surveys Average Session time(track session time to further optimize service) Net promoter score and in app customer support interactions to measure repones times and user satisfaction. 	<ol style="list-style-type: none"> Social Media Engagement Up by 30% in 6m Website traffic up by 20% in 6m 15% increase in bookings to portal and application in 3m bounce rate under 40% customer satisfaction score for ease of use over 85% in 6m NPS score of 8 or higher 4.5-5 star google reviews increased by 20% in 6m

INTERNAL PROCESSES

- The effectiveness of YSL's internal processes will be measured by tracking improvements in operational efficiency, such as the reduction in machine downtime and the increase in the use of automated features. The goal is to streamline operations and reduce reliance on manual interventions.

Key Metrics:

- 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

BUSINESS OBJECTIVES AND STRATEGY MAP				MEASURE	TARGET
INTERNAL/BUSINESS PROCESS				1. Number of new payment options integrated like we chat pay, UPI, google pay. Customer usage rates of new payment methods. 2. Website traffic and user engagement metrics. Conversion rates for online bookings. 3. Response time for customer inquiries. Customer satisfaction with chatbot service. 4. Number of app features implemented, User adoption rates 5. Implementation status of digital signage like Customer engagement (promotions, information).	1. Add 3 new payment methods within 6 months, 70% of transactions via digital payments within the first year. 2. 30% increase in website visits within 3 months, 25% of total bookings made online in the first year. 3. 90% of inquiries answered within 2 minutes. 85% satisfaction rating for chatbot assistance 4. Launch app with core features in 6 months. 40% of customers using the app within 3 months of launch. 5. Install digital signage in all key areas within 3 months, 50% increase in promotion awareness through digital signage.

LEARNING & GROWTH

- The final area of evaluation focuses on YSL's ability to adapt and improve its digital services. This will include tracking employee proficiency with the new systems, energy efficiency improvements, and the ability to introduce new features as needed

Key Metrics:

- Automate 50% of machines in 12 months
- 75% customer adaptation in 6 months
- 20% reduction in energy costs.

BUSINESS OBJECTIVES AND STRATEGY MAP			MEASURE	TARGET
LEARNING AND GROWTH PERSPECTIVE	<div style="background-color: #f08080; padding: 10px; text-align: center;"> Improve technology </div> <div style="background-color: #f08080; padding: 10px; text-align: center;"> Introduce website and app </div> <div style="background-color: #f08080; padding: 10px; text-align: center;"> Improve current machines (AI) </div>		1. Employee Training and Adoption Rate: Measure how many employees are trained and proficient in using new technologies like AI tools and machine learning models. 2. Technology Uptake for Process Automation: Percentage of processes automated or optimized using new technology solutions. 3. User Adoption Rate: Track the percentage of customers who register and use the new website and app for laundry services. 4. Energy Efficiency and Cost Savings: Track energy consumption reductions and cost savings achieved through AI optimization of machine usage.	1. 80% of employees trained within the first 6 months 2. 3. Automate 50% of routine machine maintenance tasks through AI-powered solutions by the end of Year 1. 4. Achieve 75% customer adoption within 6 months of the launch 5. 6. Reduce energy consumption by 20% through AI optimization by the end of Year 1.

CONCLUSION

This digitalised solution digital strategy will transform YSL's operations, increase customer satisfaction, and drive long-term growth. Investing in these digital tools will position YSL as a leader in the laundrette market.





YOUR SERVICED LAUNDRETTE

DIGITAL STRATEGY FOR DIGITISED SOLUTIONS

Thank you!