# GO-CLEAN

As GO-VIET expanding its business, GO-CLEAN will be the next service in Vietnam. GO-CLEAN, with the moto “***CLEANING YOUR HOME IS NO LONGER A CHORE***”, will give customers the most professional cleaning service at anytime and anywhere.

## About GO-CLEAN

GO-CLEAN is an app-based professional cleaning service which available in many large Indonesian cities.

GO-CLEAN’s customers will choose from the app with 4 main categories are **Building types**, **Main services**, **Amount of cleaners**, **Time/date** and **Address**. In addition to those main tasks, customers also can choose **additional services** too. This is the current list of each categories that this service provide.

Building types:

* Houses
* Lodging Rooms
* Apartments
* Shops

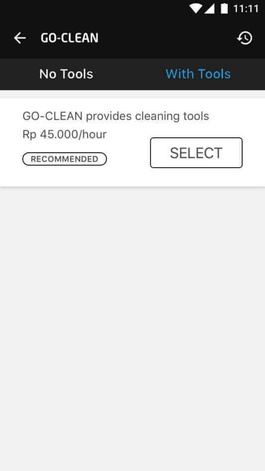
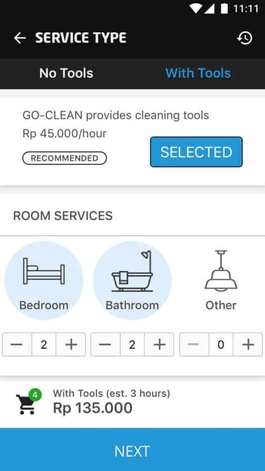
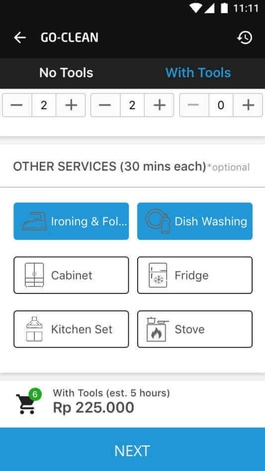
Main Services:

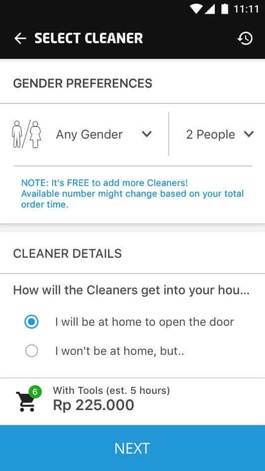
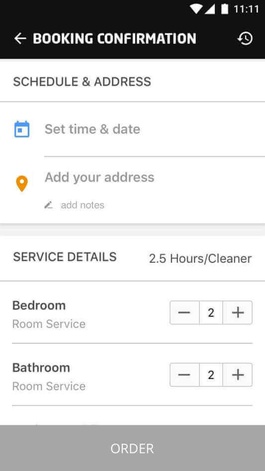
* Sweeping
* Mopping
* Dusting
* Bathroom cleaning \**Deep cleaning is not included(e.g. grout cleaning)*
* Room cleaning

Additional services:

* Ironing and Folding
* Cabinet cleaning
* Refrigerator cleaning
* Washing up
* Kitchen cleaning
* Stove cleaning

Here is the sample of ordering service.

In the side of cleaners, GO-VIET will provide them with necessary tools and uniform to operate services and proper training to perform cleaning like conversation with customers or standards of cleaning. In additional to that, GO-VIET also provide a ranking system to promote cleaners with high rating.



GO-CLEAN tools box

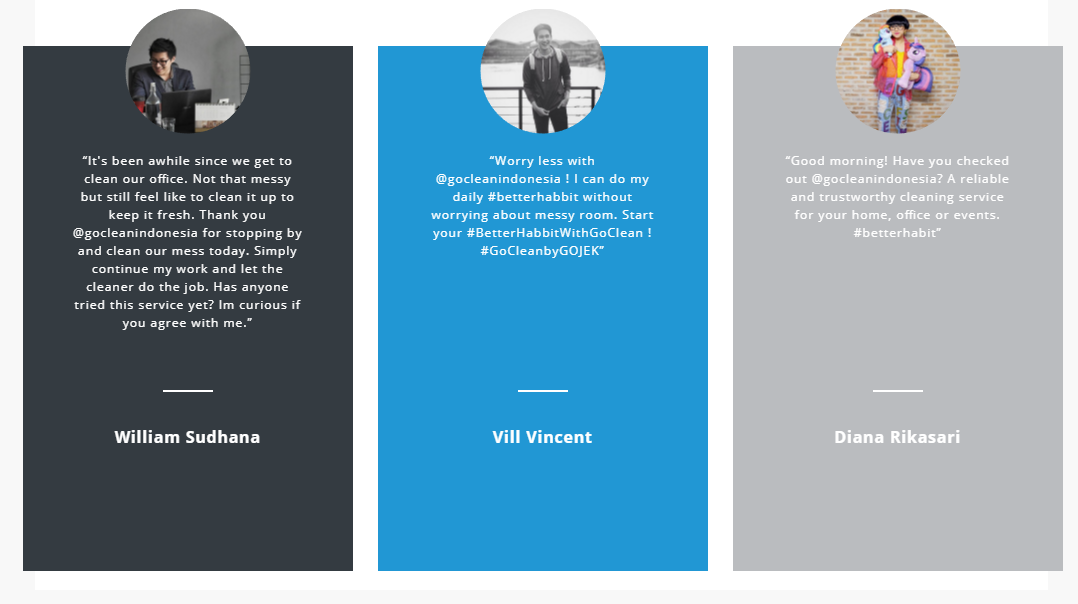


GO-CLEAN uniforms

## Why GO-CLEAN

* We have more than 700 skillful and friendly employees in cleaning field. Moreover, all of them are selected carefully and received a special training course before becoming our official staffs.
* We co-operate with the best provider in cleaning equipment in order to provide customers our professional service.
* GO-CLEAN is active 24/7. That is mean, you can call us any time you want. In addition, we work with many elite partners, so customers do not worry our service.
* We know there are many families have limit budget. However, they still want to use our service. That is why we create a list of option services which can help customers choose what they really need.

**Customer response:**



**Source :** [www.go-jek.com/go-clean](http://www.go-jek.com/go-clean)

**Our partners:**

**Pak Sugeng** :



* An ex-supervisor of GO-LIFE.
* He wants to earn more money for his family. However, a full-time job will waste too much time.
* He retired from his previous job and focus on GO-CLEAN.
* He creates a connection between him and other people from various jobs.
* He can help his wife establish a food online base on his connection. From

**Nuridah** :



* She is a mother who truly inspire us.
* She works as a GO-JEK driver and GO-CLEAN cleaner.
* She can save enough money for her eldest child to study at the University of Indonesia.

# Key service elements

## Identify Market of New Services

According to the annual report and financial report in 2017, many statistics show that:

* Total numbers of household in HN and HCM city about: 3.5 million.
* About 15% household need to rent a domestic helper or housekeeper.
* Average salary of a housekeeper per hour: 40-50k VND.
* Average salary of a helper per month: 4.5 mil VND.
* In HCM city, nearly 10000 housekeepers only adapt to 30% of the market and the needs will continue increase in the future.

Those elements above contribute to create a market for building applications to hire a domestic helper that is estimated more than 1,400 billion VND-a huge mark. Thus, many suppliers housekeeper participate in this area and divide into 3 types:

* Traditional type: includes recruiting, training and providing workers.
* Half traditional type: add supporting of high technique (application) for transaction, resolve and estimate quality of services(Go-clean service)
* Only technique: link between provider and customer not provide worker directly.

## Analyze 5 key elements of Go-Clean Services

* **Resources:**
* Include all of manpower of Go-Clean service, experience knowledge and physical resource as tools for cleaning house, Go-clean tools box...
* Physical network, smartphone, the servers, SAN...
* **Provider:**
* As Go-jek, Go-Viet will expand Clean service to provide better application and skillful housekeeper to their customer.
* **Consumer:**
* Employee: most of house helpers are older woman who have free time and want to become a house helper. Most of them lack experience in cleaning household and need money. Thus, they need a training course before provide workers to customer.
* Customer: who lack time to take care their house and do chores so they need a house helper.
* **Benefit:**
* Service provider: Go-Clean will gain benefit from 15-20% per contract between customer and employee. By satisfy the need of customer and improve service with skillful helpers»» ranking system»» increase revenue and prestige.
* Customer: Save their time from doing chores. Have more time and healthy to enjoy their life.
* Employee: Earn more money (5.5-6 mil/month) by using their free time more effective.
* **Time:**
* Typically, customer take 5-6 days to contact with employee in real life by intermediate organizations. But, with Go-Clean, customer only take a half day to meet employee directly at their home and have a week trial period before signing a contract.

**Reference:**

<https://m.bizlive.vn/noi-dung-so/app-giup-viec-nha-thi-truong-trieu-do-2246198.html>

# DART Model

In the knowledge intensive economy the capacity to serve individual customers is becoming a major source of competitive advantage. Therefore the operational instruments enabling the managers to understand and implement new business models enhancing the capacity of value co-creation are welcome. Despite its importance, research on co-creation with customers is still at an early stage. In particular, there is a dearth of quantitative evidence, obtained through research methods other than case studies and other qualitative approaches. The DART model is considered to be an important step forward and a valuable attempt to indicate the range of companies’ capabilities necessary to effectively work with customers. It specifies the four main building blocks or groups of competencies that companies should develop to effectively engage in value co-creation with customers. Those blocks include Dialogue, Access, Risk Assessment and Transparency, which taken together form the DART acronym. Here we will use DART model to explain what our service best fit.

## Dialogue

From the meaning of Dialogue is to shared learning and communication between two equal problem solvers. We propose to create communication platforms that are popular in Vietnam:

* Facebook –via Facebook fanpage and Facebook group.
* Youtube channel
* Feedback form
* Surveys
* Notifications of apps/sms/email
* Emergency call center

Hence Facebook is the most used social network in Vietnam, GO-VIET should take advantages two of its features: fanpage and group. Fanpage is used to give out exclusive news. Group is for collecting opinions from users to company and vice versa. We suggest that we should use a join group for both consumers and partners

Meanwhile Facebook video functions is still lackluster, Youtube channel is the main way for video solution.

Feedback and survey are still an available option for getting opinions from customers, although they serve different objectives.

Push notification through apps, sms and email is also a solution for give news or personal informs for users.

Emergency call center is a must in all service, it not only for helping customers with emergency problems but also give solutions from data collected from critical case.

# CO-CREATION Framework

We will use the co-creation “Tinkering” as mentioned in section V above as an model to identify the customers, suppliers and encounters processes.

## Supplier Processes

Support the mission of partners that want to earn living via doing household works.

Maximize the efficiency of time using for partners.

Improving brand recognition.

## Encounters processes

Feedback forms

Feedback discussions

Improving matching module.