

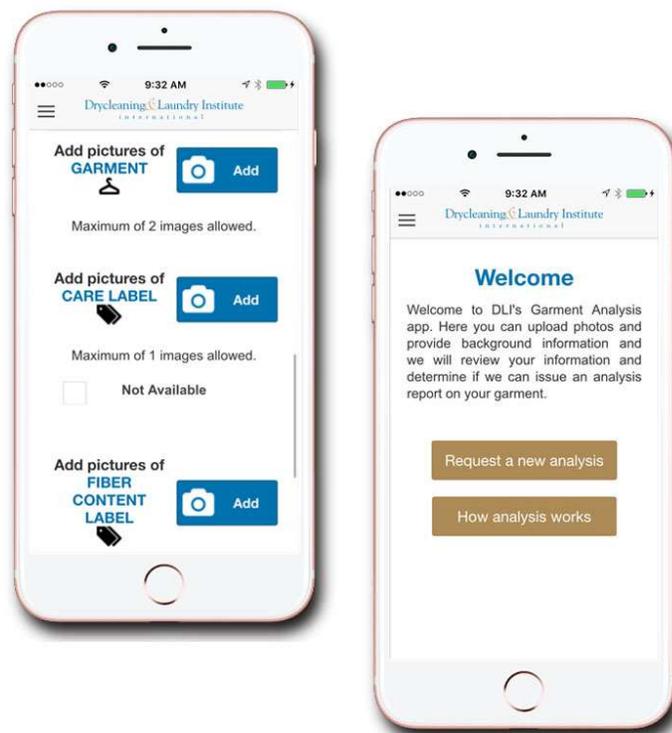
Dry Cleaner Garment Analysis Mobile Application and Payment Processing

Background

The Drycleaning and Laundry Institute is the premier association for drycleaners in North America and manager of the International Textile Analysis Laboratory (ITAL), a high-tech investigative unit of DLI that works backward to figure out how garments and other textile items compromised in processing met unfortunate ends.

DLI's member cleaners send the vast majority of failed garments, but ITAL also accepts items from consumer advocates, hotels, hospitals, department stores, chemical companies, and small-claims courts for analysis.

DLI wanted to make the service for their members easier to use by building out the process on a mobile app.



Solution

Contensive worked with staff members at DLI to gain a better understanding of the garment submission process and then to create a work flow that would simplify the process by using a mobile device.

While the application download is free through Google Play and iTunes The service is available to DLI members. The mobile app ties in with their existing member's database and authenticates the user for use.

The database prepopulates the forms with information the data base has on record and allows the user to update information as needed. The user can complete the simple questionnaire and support the information by using the app to automatically upload images taken by the device. Once the garment analysis has been submitted a notification goes to ITAL at DLI who then review the information. If the ITAL team feel the information is sufficient to make an analysis they generate the report and upload to the system. The app then alerts the user that an analysis has been completed and asks them to pay the analysis fee in order to access. The payment through the app ties in with DLI's existing ecommerce system and communicates with the app when the transaction is approved.

In the case where more information is needed or the experts cannot make a definitive analysis the app allows the staff at DLI to update the status of the request and communicate back to the submitter.

The data collected at the lab adds to DLI's already considerable repository of dry-cleaning knowledge, providing topics for its *Not in Vogue* and *TABS* newsletters that cleaners can reference.

Results

Since the app was released 8 months ago about two thirds of the membership has downloaded the app and there have been an average of 1.5 submissions per app download.

DLI members recognize that the Garment Analysis App enables them to skip the time and expense of sending garments to DLI's International Textile Garment Analysis Laboratory for analysis. Using the photos members send along with the basic information DLI experts can identify most garment problems.

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