

Sameerah Ahmad
PRAD 585 – Dr. Ragas
April 22, 2016



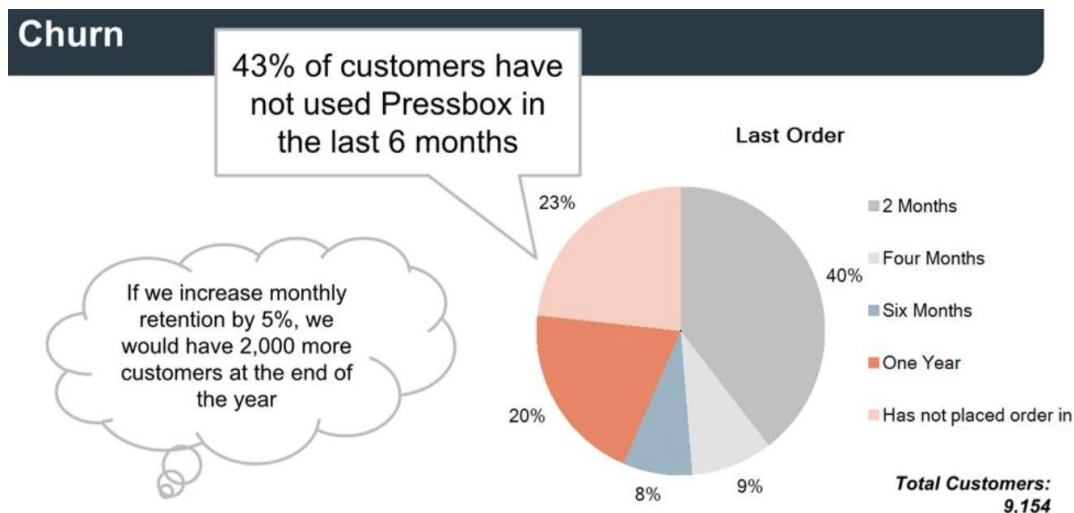
Brand Audit: Secondary Data Analysis **PRESSBOX**

I. Introduction

Pressbox is a 24/7 tech-savvy dry cleaner that is changing the way Chicagoans dry clean and launder their clothes and shoes. Customers place orders through an app and can retrieve their clean belongings a couple days later at any time of day. Founded in 2013, Pressbox now has over 150 locations throughout Chicago and is expanding to Washington, D.C. this month. Brand audit emphasis will be placed on customer insight which is a crucial concern for the company.

II. Research Problem/Challenge

Pressbox representatives have disclosed that the company excels at gaining new customers but lacks in sustaining users. In fact, out of nearly 10,000 customers, 43% have not used the service in the last 6 months. Customer retention seems to be the most important challenge at hand. Finally, the company mostly engages in face to face and interpersonal outreach, which is great, but has limited social media strategies.



III. Research Method / Secondary Data Sources

Initially, Pressbox's own background materials were analyzed including their client brief deck. Second, traditional media coverage was assessed. Third, social media analysis was performed from Pressbox's Twitter and Facebook account content. More specifically, the 30 Facebook user Pressbox reviews were analyzed. Finally, Yelp provided a useful platform to view user reviews as well.

IV. Results of Findings

In terms of Pressbox's distributed client brief presentation, the most important statistic was that 43% of customers have not used Pressbox in the last 6 months. Improving retention will be an important challenge to overcome. The client also brief mentions that Pressbox is based on the success, including the patented technology, of Laundry Locker in San Francisco. Any research, best practices, or other information or relationships with Laundry Locker representatives should be leveraged to help inform Pressbox's customer retention issue.

TRADITIONAL MEDIA (hyperlinks)

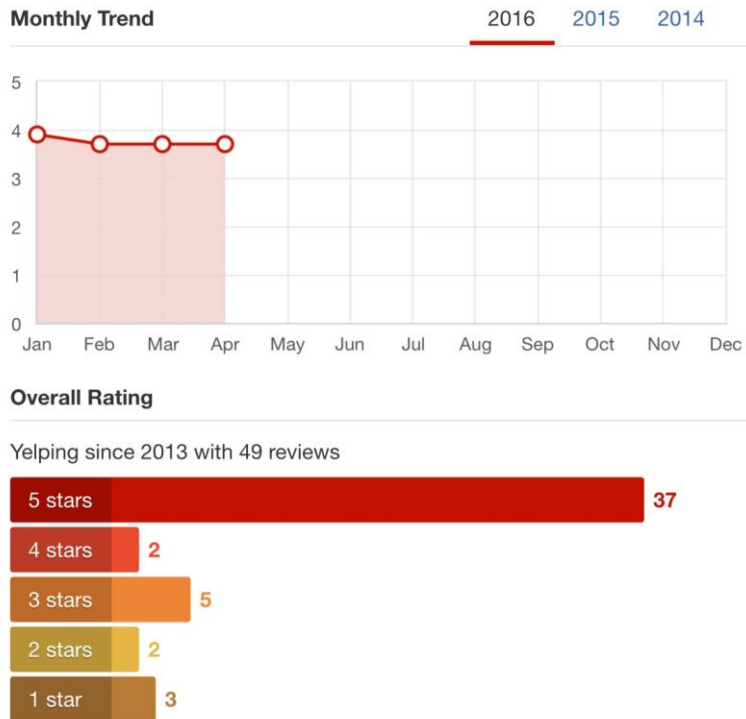
- [USA Today](#)
- [Crain's](#)
- [InsideHook](#)
- [Pure Wow](#)
- [WGN](#)
- [Yahoo](#)
- [Red Eye](#)
- [Patch](#)
- [Tech.Co](#)
- Chicago Tribune (pdf)

SOCIAL MEDIA

- Facebook: <https://www.facebook.com/usepressbox/>
 - 597 likes
 - 40 check-ins
 - 30 reviews (28-five stars, 1-three stars, 1-one star)
 - 4.8/5 stars review rating
 - Last post: March 25, 2016
 - 79 photos
- Twitter: <https://twitter.com/usepressbox>
 - 308 followers
 - 54 likes
 - 225 tweets
 - 52 photos & videos

ONLINE REVIEWS

- Yelp: <http://www.yelp.com/biz/pressbox-chicago>
 - 49 reviews (37-five stars, 2-four stars, 5-three stars, 2-two stars, 3-one star)
 - 4 positively updated reviews (increase in stars after positive Pressbox actions)
 - Average rating for 2016 so far is under 4 stars



COMPETITORS

Pressbox’s local competitors should be researched including [Washio](#) and [Dryv](#). Fortunately, Pressbox exceeds each of these company’s Yelp ratings:

<p>Pressbox</p> <p>★★★★☆ 49 reviews</p>	<p>DRYV</p> <p>★★★★☆ 51 reviews</p>	<p>Washio</p> <p>★★★★☆ 57 reviews</p>
--	--	--

V. Conclusion

While 10 traditional media sources were found featuring Pressbox, the vast majority represent launch-related media from 2013. Traditional media sources, such as coverage of new Pressbox locations, promotions, or the expansion to Washington, D.C. should be increased. Also, Pressbox should increase social media presence. For example, their last post on Facebook was nearly a month ago and involved an Easter egg promotion. New users viewing the Pressbox Facebook page might think this is outdated and that the company isn’t on top of their communication.

In terms of sustaining customers, Pressbox should assess the negative comments and concerns voiced by customers on various online platforms. The majority of negative feedback on Yelp involved quality issues such as damage, shrinkage, stiff feeling, or bad smell to the clothing (vs. other potential issues such as timeliness). The company should engage in quality control and assess whether their current practices and outsourcing are sufficient. Ultimately, a strategic and concise customer-satisfaction survey should be administered to customers who have not used Pressbox in the last six months. It should also

be noted that customer feedback and customer behavior may not necessarily mirror each other so actions based on the satisfaction survey might have to be modified over time.

Overall, Pressbox has a positive reputation for noticing negative reviews and attempting to remedy the situation. We can see this in the fact that a handful of Yelp reviews were actually positively updated after Pressbox reached out to the disgruntled customer. A closer look at internal documents or employee feedback to determine what positive remedies were applied to achieve these positively updated ratings should be assessed. Also, gaining access and reviewing [Pressbox’s Angie’s list reviews](#) would be helpful to better understand customer feedback.

Finally, additional tools should be utilized such as Crimson Hexagon to better analyze and interpret secondary research involving Pressbox itself as well as the broader dry cleaning and app-related industries. For example, the word cloud below was assembled using Crimson Hexagon.



Dry Cleaning Category Analysis (Chi... — Words from 3/6/16 to 4/5/16

