



Case Study

Transitioning to become Professional Home Services Superheros

From Humble Beginnings

Electrodry stands as a prominent figure within Australia's home services landscape, distinguished for its pioneering contributions to the cleaning services sector. Through the implementation of exclusive cleaning solvents and innovative processes, Electrodry has scaled from a local conventional cleaning service provider to a national leader, steadfastly committed to customer-centric solutions.

With a network comprising 150 operating technicians catering to well over 100,000 customers annually across Australia, Electrodry has solidified its position as an industry powerhouse.

Originating from humble beginnings as a small carpet cleaning business in 1983, Electrodry embarked on a journey to establish a distinctive market presence. Collaborating with leading chemists, the company engineered a dry-cleaning process that set new standards within the industry.

Today, boasting a comprehensive suite of services spanning air conditioner, mattress, upholstery, mould, leather, tile grout cleaning, and more, Electrodry continues to redefine excellence in home services and cleaning.

The Expected Growing Pains

As the company's national footprint expanded and digital advancements emerged, Electrodry recognised the pivotal role of technology in facilitating growth and operational efficiency. Consequently, investments were made in online and mobile applications to streamline internal processes and further enhance customer experiences.

Amidst the expansion, challenges surfaced concerning platform performance, hosting, data security, reliability, and functionality. In response, Electrodry sought the expertise of CIBIS to help address these critical issues.



Enhancing your home!



Our focus is on delivering unparalleled customer experiences and top-tier cleaning services."

Grant Burchell
Managing Director

Embracing a Customer-Centric Philosophy

At the core of Electrodry's ethos lies an unwavering commitment to placing customers at the forefront of all endeavours. Managing Director Grant Burchell underscores this commitment, stating, "Our paramount focus is on delivering unparalleled customer experiences and top-tier cleaning services.

Leveraging digital technology is instrumental in enabling us to achieve this goal effectively."



A Technological Partnership with CIBIS

Recognising the indispensable role of technology in enhancing the end-to-end customer journey, Electrodry engaged CIBIS as a strategic technology partner.

Grant Burchell explains, "Our objective was to seamlessly integrate our legacy booking system with new quote management systems, job management applications, online payment gateways, and customer communication channels.

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Grant Burchell
Managing Director

“ CIBIS's Formlify platform, enabled us to efficiently capture and process vast amounts of data from customers, staff, and technicians.”

Grant Burchell
Managing Director

CIBIS played a pivotal role in this endeavour, providing invaluable consulting services, bespoke software development, and tailored solutions."

He further elaborates, "Utilising CIBIS's Formlify platform, we efficiently capture and process vast amounts of data from customers, staff, and technicians.

This data seamlessly integrates into our quoting, booking, and billing systems, facilitating a streamlined operational framework. Moreover, CIBIS's hosting services have ensured unparalleled reliability and performance."

Becoming Home Services Superheroes

Electrodry's transformation to become leaders in providing professional home services stems from their willingness to innovate, while remaining customer-centric.

By leveraging advanced cleaning technologies, delivering exceptional service, and promoting healthier living environments, they remain the preferred choice for discerning customers nationwide.



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