Cleaning iPhone App offers Statewide's customers convenience and ease

The Statewide Cleaning Supplies App can be downloaded from the Apple iTunes store

The contact page allows clients to call Statewide Cleaning Supplies staff with the push of a button

Customers select the quantity of items required at the selected site and click on 'Place Order'

Confirm delivery details and add specific instructions if needed and click on 'Send Order'

By Kim Ball

Statewide Cleaning Supplies continues to innovate, this time with the recent introduction of an iPhone application to enhance and improve customer service and efficiency. In 2010 INCLEAN reported about the WA-based business' online purchasing system, interactive website, football tipping competition and introduction of iPhones for all staff as a communication tool.

According to Statewide's general manager and director Aaron Woodall the technology introduced in 2009 and 2010 has proven effective. "We were one of the first in our industry to introduce online purchasing so it seemed logical to take advantage of the ever increasing mobile technology with an iPhone/iPad application," Woodall stated. "It was the next step for us in the digital frontier and it's great kudos for us to be the first in our industry to step into the Apple application sector.

"As such we wanted to create something straightforward that our wide variety of customers could use every day to help improve their businesses. It had to be simple enough to run entirely on a mobile device without too much data download or upload. Its functionality was vital and we had to include controls for businesses to be able to manage orders."

The entire process took 12 months to complete with the free Statewide App being uploaded to iTunes in May 2012. Woodall enthusiastically recalled the creation and design process saying there were quite a few hoops to jump through along the way. "The entire process was really interesting and even challenging at times, however I have thoroughly enjoyed it and learnt an enormous amount," he said.

"There are a number of detailed steps involved in designing, creating and launching an Apple application. The starting point was to register as a developer with Apple and pitch a concept. When the concept was accepted by Apple we then went to work on creating a big flow diagram of the app including all the possible pathways for a customer to take," he shared. "Then a software developer wrote the program and when it was completed the program appeared on a computer as a virtual phone. Then it was sent to Apple to be checked and approved."

Designed in WA the App enables staff to identify and select the appropriate site and pre-determined items to order based on information already confirmed with Statewide. For example, a customer may have 100 different cleaning sites and just as many cleaning supply items. Using the App the Statewide customer can select the items needed and place an order all while onsite.

One of the controls included with the App was that syncing of sites and product info would only occur when the mobile device was within Wi-Fi range in order to minimise increased download costs for customers. Plus when an order is complete it is sent directly to Statewide for processing and a confirmation email is sent to the customer.

Initially the App was given to a few of Statewide's smaller clients to assess what the limits would be. "Our clients used it for a couple of months and loved it," shared Woodall. "Since then about a dozen companies have started using the App everyday and we haven't had any hiccups or problems with it.

"The focus now is to introduce and encourage as many of our clients to use the App as possible. With this in mind we are currently looking at setting up the application on Android as well."
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