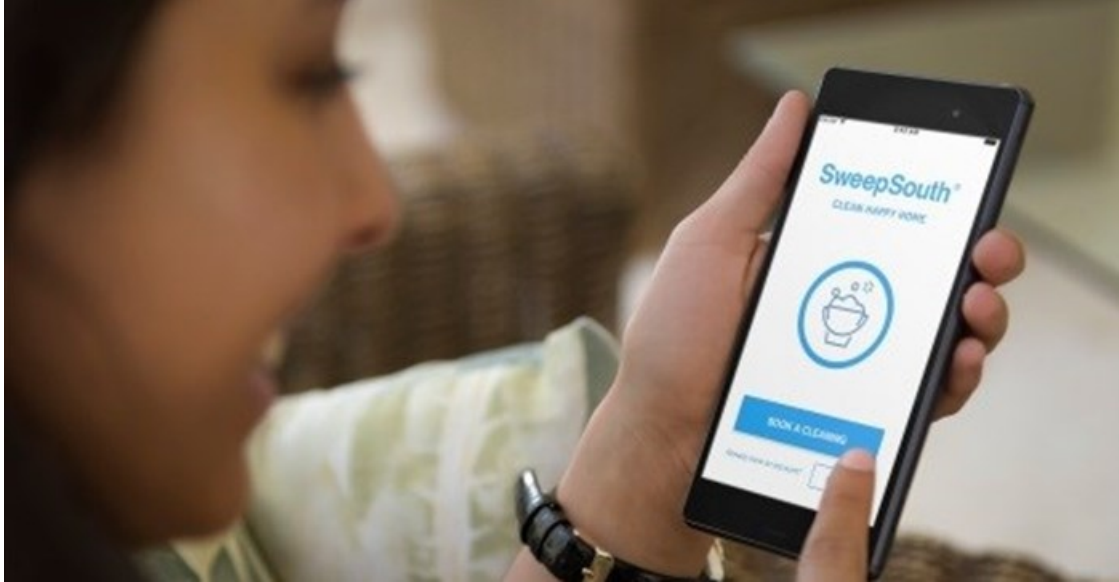


SweepSouth launches mobile app

South African on-demand home cleaning service, SweepSouth, has expanded on its successful web-based platform with the launch of a mobile app.



Launched in June 2014, the startup's service is targeted at customers who require a quick and convenient way of connecting to reliable cleaners – SweepStars, as they are known. Their customer base includes young professionals, families with ad hoc cleaning requirements, holidaymakers, guest-houses and short stay rentals and graduates.

Hassle-free features

The new app automatically tracks and saves addresses through GPS technology - eliminating the need for directions. It sends customers discreet real-time notifications when their cleaner is en-route, has arrived and clocked out for the day. Once a job is completed, secure, cashless payment is processed and both sides of the transaction are given the opportunity to rate their experience. □ □

The app allows easy access to future and past booking details, as well as cleaner profiles. “We provide customers with a photo of the person assigned to their job and a little information on background, interests and family. Inviting someone into your home requires trust, so when connecting customers to a stranger, we think it's important that they are introduced,” says company CEO Aisha Pandor. □ □



SweepSouth founders: Aisha Pandor and Alen Ribic

Onwards and upwards

Co-founder and chief technology officer Alen Ribic notes the importance of the app having been built in-house by engineers who, based on tens of thousands of bookings, have become familiar with customers' requirements and the specific challenges of the industry.□□

"As geolocation tracking and travel time estimates become more accurate and incorporative of transport delays, the app will become more and more powerful," □□ says Ribic.

The app employs an enhanced algorithm for matching available cleaners with customers and the founders insist that it will not be the last innovation that the company brings to market. "Through this platform, we will continue to launch even more sophisticated features and service improvements." □□

SweepSouth will introduce its services in Durban later this month and are looking at international expansion next year. Their services are currently available in Cape Town, Johannesburg and Pretoria. □□

The app is available for free at sweepsouth.com/app.