FlyCleaners Cleans New York City with MapQuest for Business

Cleaning over 5 million pounds of New York City’s laundry is one dirty job. But in an industry that hasn’t seen much innovation over the years, the New York-based startup, FlyCleaners, saw an opportunity to turn the industry inside out with the latest in mobile and geospatial technology. From its inception, FlyCleaners integrated MapQuest for Business APIs to build a company that brings laundry and dry cleaning into the modern world of smartphones and on-demand services consumers have grown accustomed to using.

No Small Task

Promising 20-minute laundry pickup and delivery in the world’s second largest city – and the country’s third most congested – is no small task. Founded in 2013, FlyCleaners has cracked the code in New York’s ever-sleepy laundry and dry cleaning delivery service industry. With more than 100 drivers, the company serves consumers and many of the city’s small businesses such as salons, spas, gyms, and restaurants.

Mapping out the Business from Day One

From its very outset, FlyCleaners identified the need for reliable, accurate and cost-effective geolocation APIs to support the company’s on-demand laundry and dry cleaning app. Without such APIs, FlyCleaners simply wouldn’t fly. The company needed a way to geolocate customer addresses, locate drivers in the area and select the most optimal driver to pickup and delivery locations – while also factoring in traffic, construction and other variables.

Objectives:

- Geocode users’ locations within the FlyCleaners mobile app.
- Enable location-aware ‘type-ahead’ capability to save users from having to key in their full address.
- Use routing data to help determine the most efficient driver and route for an on-demand pickup request.

A Clean Sweep Solution

In 2013, FlyCleaners began the process of evaluating mapping API providers. “We evaluated several options, including buying our own maptech data,” said FlyCleaners’ Chief Technology Officer, Eric Small. “MapQuest had the right set of capabilities and licensing requirements for our needs.” Small added. “It was a clean sweep for us.”

FlyCleaners uses MapQuest’s Geocoding API to determine mobile app user’s location. FlyCleaners also uses the Search Ahead API to make it quick and easy for customers to enter their location.

MapQuest’s Directions API is leveraged to intelligently select the most ideal driver for the pickup, based on traffic conditions, construction, drivers’ travel paths, FlyCleaners’ own algorithm and other factors.

“MapQuest’s Geocoding API is a core piece of technology for our business,” said Small. “It was part of the genesis of the company and we’ve been very happy with it. Our users like it and we couldn’t do what we do without it.”