

1/2 **Miele Allies**

An app that gives you access to trusted, independent workers who can help you with washing chores.

A service through which you have access to trusted, vetted independent workers and part-timers from your neighbourhood: students, retired people, stay-at-home moms, who want to earn some **extra income**.

Anyone can register within the Miele app as an Ally. Helpers will be trained before enrolling and will receive feedback from the community as a way of preserving **trust**.

They will be your allies in helping you with **dry cleaning and ironing**.

Through Miele Allies you can also **book repairs** if your washing machine needs to be repaired. They can help you out with **replacing broken parts or troubleshooting**.

Essential parts and pieces of a Miele washing machine can be **bought directly** from the app.

Solution

A service through which you have access to trusted, vetted independent workers and part-timers from your neighbourhood: students, retired people, stay-at-home moms, who want to earn an extra income.

Anyone can register within the Miele app as an Ally. Helpers will be trained before enrolling and will receive feedback from the community as a way of preserving trust.

They will be your allies in helping you with dry cleaning and ironing.

Through Miele Allies you can also book repairs if your washing machine needs to be repaired. They can help you out with replacing broken parts or troubleshooting.

Essential parts and pieces of a Miele washing machine can be bought directly from the app

2/2

Miele Allies

An app that gives you access to trusted, independent workers who can help you with washing chores.

Creative's profile



andeuxtrois **PRO**

copywriter, product developer

Creative's top 5 skills

Copy Writing, Product Design, User Experience, Communication Concept,
Service Design