

# Home Service Transformation: The Impact of Digital Marketing and the Urban Company's Approach

<sup>1</sup>Shubham Kapase, <sup>2</sup>Prabuddha Sonalkar, <sup>3</sup>Karan Patil, <sup>4</sup>Prof. Sharayu Patil

Department of Computer Science and Engineering,

D.Y. Patil Collage of Engineering and Technology, Kasaba Bawada, Kolhapur, Maharashtra, India

## Abstract:

Because of convenience, time restrictions, and shifting consumer lives, there is a greater need for home-based services as the service sector of the economy grows, especially through e-commerce platforms. But maintaining client happiness in this industry is still crucial, requiring attention to service quality and satisfying changing customer demands. One major participant in the Indian industry, Urban Company (UC), is unique in that it connects customers and service providers directly, cutting out middlemen and putting the customer's needs ahead of its own. The purpose of this study is to investigate how customer satisfaction is affected by the quality of services offered by UC, specifically in relation to Chennai. It looks at the special aspects of UC's business strategy, highlighting how it organizes the domestic services market and makes sure that its service providers are trustworthy and safe. Furthermore, the research explores consumer satisfaction and expectations, concentrating on beauty services in Pune. This highlights the need of surpassing client expectations in providing services.

## I. Introduction:

The service sector of the economy deals with giving customers and other companies intangible goods and services. It includes a large number of businesses that prioritize providing services above producing material products. They offer intangible advantages including consultancy, hospitality, healthcare, education, finance, transportation, entertainment, tourism, and many more in place of making tangible goods.

The practice of purchasing and selling products and services or moving money, data, or services via an electronic network—most notably the Internet—is known as e-commerce, or electronic commerce. Online home delivery services are in high demand due to the expanding success of e-commerce and the continuous changes in consumer lives. In the service sector, people are employed by professionals to carry out tasks, and three key components of this business are people, procedures, and tangible proof. The need for home-based services is growing as a result of factors like time, good service, etc. This research focuses on the home service provider for Urban Company, as there are other rivals offering home-based services.

Local service providers have suffered the most in order to make a livelihood during pandemics. The goal of this project is to enable a system that puts customers and service providers in direct communication. Our project's main

concept is that a person may employ a service provider from the comfort of their own home. A suitable platform needs to exist where service providers may showcase and make use of their abilities. We want to create the "Home-easy" app, which links service providers and their clients directly.

## II. Objective:

Homas's primary goal is to deliver home services to customers' doorsteps with a single click. This essay's main focus is the topic of online home services, including how to order and have services delivered right to your door and a wealth of resources. Any authorized user who wants to claim home service using a mobile application can utilize the online application. By giving pertinent information during registration, to offer a secure login module for clients, service providers, and the administrator. creating a service search UI that is easy to use. offering service searchers, a safe option to make payments online. Acknowledging the user's selected services' confirmation [5]

## Problem Description:

- 1) Customer satisfaction in the service sector is based on service quality. Due to their hectic schedules, today's consumers want a simple life. They also expect home-based services and staff cleanliness together with the finest possible protection of their interests at the lowest feasible cost. The nuclear family, time constraints, dual professional occupations, and consumers' willingness to pay for high-quality family time have all contributed to a shift in customer expectations toward home-based services delivered through app services. The purpose of this study is to determine how Chennai's urban companies' service quality affects its patrons.[4]
- 2) Phone numbers for nearby plumbers, electricians, carpenters, and beauticians may be found on a lot of different websites and applications, but what makes UrbanClap unique? Co-founder Abhiraj Bhal claims that these websites feature a number of middlemen who, in return for a charge, forward the work to the relevant service providers, leaving very little money for the workers themselves. In contrast, this business offers professionals the option to register with them directly and handles client service directly.
- 3) Locating knowledgeable service providers in India has never been easy. This was partially caused by the unstructured industry's need on word-of-mouth marketing to survive. However, UC decided to take charge of organizing the domestic services market. Selecting experts by hand and assembling them on a single platform was the first step. As a result, Urban Company's first priority was guaranteeing the security of its partners and customers. Additionally, they sought to guarantee that there would be the least amount of disruption when the partner was assigned the job.

## III. Methods:

Customers and service providers are the app's users. Both the client and the service provider must register on the app. They are able to log in if they already have an account. The administrator will oversee reservations, handle payments, and check profiles. Customers will peruse the services, choose what they want, and the admin will allocate them to the service providers that are accessible. The consumer will be informed by the app if the request

is approved by the service providers. The customer will then receive a payment request from the admin. Once the customer pays the administrator, the booking will be verified. Customers rate and comment on the job once it is finished, and employees may amend their profile to include information about their talents, work schedules, and pricing.[5]

#### **IV. Literature Review:**

"Daily wage lab or market workers: Causes and consequences," Dr. Shamshed, Nazim Ali, 2017[1]. The goal of the current study is to look at the variables that affect Aligarh labour market workers on a daily basis. 2015 saw the administration of a city-specific questionnaire, which served as the main source of data for the study. Ten sites where workers commonly waited for jobs were identified, 193 daily lab or market workers in the city of Aligarh were selected at random for interviews, and 3860 daily workers' families were documented. Nearly 94% of workers in the daily lab or market were under the age band (ages 15-59), according to a survey study.

Profs. Punam Salunkhe and Rajni Pathak "A study on Urban Clap's customer expectations and satisfaction level in beauty services, with particular reference to Pune," was published in 2015[3]. The purpose of this research report is to understand the level of client satisfaction and client expectations for Pune-based Urban Clap's beauty services. It illustrates how expectations have a big impact on service quality. It's common knowledge these days that high-quality service is shown by reaching or beyond client expectations. Because of the rapid growth of e-commerce and the fast-paced lifestyle, there is a great need for online services and delivery services. Consumers make use of a range of services, such as food, personal care, health, and transportation. Home services will always be needed, but in this business, client satisfaction is just as important as services.

Pranjal Srivastav, Himanshu Gupta "Roles and Application of digital marketing in digital era", 2021[2] The purpose of this article is to demonstrate the relevance of digital marketing by highlighting its application and function. An outline of digital marketing's advantages and associated processes is given at the outset. It then computes the stages of the procedures before computing the security risks related to them. In the digital age, the work has gotten easier for all businesses, including retail. Since the 1990s, when digital marketing first emerged, the ways in which businesses are marketed and products are sold have undergone significant change, and in recent years, they have grown at a rapid pace. With people being more engaged online on several social media platforms and the current coronavirus outbreak making physical touch dangerous, digital marketing provides a ray of hope for businesses looking to thrive.

#### **V. Application information:**

Through the Indian marketplace Urban Company, customers may schedule at-home beauty treatments as well as home services. The company distinguished itself by investing much in winning the confidence of its clients. Rather than just presenting itself as a platform for lead generation, as many other marketplace platforms like Uber, Airbnb, and Trip Advisor have done, the firm focused in teaching and supporting the service providers, becoming actively

involved in the process of service delivery. Despite the fact that this approach increased expenses and impeded the company's development, the founders of the company thought it would ultimately lead to a more sustainable business model. The Urban Company's business plan is straightforward and unambiguous. Users can get the services they require from home with this URL.

The business assists you in hiring beauticians, personal trainers for exercise, teachers, electricians, plumbers, photographers, and many other professionals. It is a full-stack startup that does automated matchmaking using algorithms. The company ensures public safety to increase the platform's credibility. The business conducts background investigations and police verification on each and every service provider. With its dual business strategy, The Urban Company is expanding and winning over clients' trust.[5]

## **VI. Conclusion:**

Finally, by offering a platform that links clients and service providers directly, Home-easy hopes to completely transform the home services sector. Home-easy aims to fulfil the changing expectations of customers in the digital era and alleviate the difficulties experienced by local service providers by putting an emphasis on service quality, cutting out intermediaries, and guaranteeing safety. Home-easy wants to become known as a reliable and effective platform for home-based services by using an inventive approach and putting a strong emphasis on customer happiness.

## **Reference:**

- [1] Shahrzad Shahriari, Mohammadreza Shahriari, Saeidgheiji. “ E Commerce And It Impacts on Global Trend And Market”. International Journal of Research – Granthaalayah. Vol.3 (Iss.4): April, 2015.
- [2] Bo Zhang, Ruihan Yong, Meizi Li, Jianguo Pan, JifengHuaglao, “A Hybrid Trust Evaluation Framework for E-commerce in Online Social Network: ”. 2169-3536 (c) 2016 IEEE. Translations and content mining are permitted for academic research
- [3] Chenggang Zhen,Peng Cheng. “Construction of campus trading platform based on third-party online payment ” 2nd International Conference on Industrial and Information Systems,IEEE,2010
- [4] Srividya, N., Akila, B. and Sakthi, S., 2023. AN EMPIRICAL STUDY ON URBAN COMPANY SERVICE QUALITY INFLUENCE ON CUSTOMERS. *Journal of Research Administration*, 5(2), pp.3835-3844.
- [5] Acharya, S., Nayak, H.P., Nambiar, H., Sheikh, M. and Kamath, S., Home-easy: A Home Service App.
- [6] Tiku, S., 2022. Disruptive Innovations and Deep Market Penetration with Respect to Timing: A Complete Overview of Tesla, and the Urban Company along with Timing, Diversification. *Journal of Student Research*, 11(3).