

# On-demand cleaning portal Helpling Singapore launches mobile application

Book an experienced and trusted cleaner wherever, whenever

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**S**ingapore, 21st May 2015: **Want to book a cleaner on the go?** **Helpling Singapore** is taking convenience to another level by launching its on-demand mobile app that enables customers to book trusted and experienced home cleaners from anywhere and at any time. The app is now available for both **iOS** and **Android**.

Singapore is one of the most developed market for mobile commerce globally. This is in line with the latest consumer trend survey that concluded 47% of Singaporean consumers engage m-commerce as their choice of making informed purchases within the last 6 months. With the launch of the Helpling app, the transition from web-based to m-commerce is swiftly shifting its focus from consumer goods to household services.

“From taxi-booking to ordering food for parties, many Singaporeans now turn to mobile shopping for local services. We believe that booking a cleaning should be as easy. Hence, we introduce the app to enable its users/our customers to book an experienced cleaner within a few touches,” enthused Hoe Yeen Teck, CEO of Helpling Singapore.

## Advantages and Functionalities

The Helpling app’s key functionalities make booking a cleaner easier with a smartphone. It syncs with calendar apps, enables single and recurring bookings and allows for payment via credit or debit card. The advantages of using the Helpling app include:

- Forward booking details directly via email or SMS to notify a partner or flatmate that they can look forward to a clean home
- Store booked cleanings directly to the phone calendar and set alerts when a cleaner will need access to the flat
- The app makes repeating a booking even more simple - when using the app, customers can use their last cleaning job as a reference to re-book the same service with one touch
- Completely free to download

## How it works

With just a few taps on your smartphone, customers can now book a trusted and experienced

cleaner for \$20 an hour:

1. Type in your address
2. Choose your service, the preferred date and time
3. Pay securely online

Payment will only be processed after the job is successfully completed.

For more information, please visit [Helping Singapore](#).

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### **About Helping**

Helping is a dynamic startup company headquartered in the heart of Berlin. It took the founders, Benedikt Franke and Philip Huffmann, less than 80 days to bring their idea to market. In April 2014, Helping launched in Germany and, two months later, the new online service was already available in Austria, France, Sweden and the Netherlands. Today, Helping is available in more than 150 cities and is the most widely available platform for home cleaning.

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