

cents

Building Customer Loyalty:

Add Repeat Business and Grow Revenue





Introduction

Few industries carry the advantage of recurring revenue quite like the laundromat business. With a constant stream of customers seeking fast and reliable laundry services, laundromats are in a great position to capitalize on a huge (and growing) market of weekly returning customers. The strategy to stay competitive in this national landscape of [30,000+ laundromats](#), is more than just providing the gold standard of laundry; it's building a solid foundation of **customer loyalty**.

The Importance of Customer Loyalty in the Laundromat Business

On average, laundromats experience a [success rate of almost 95%](#) and a return on investment (ROI) of 30-40% (according to the CLA), providing a bright outlook for future investors and current owners, alike. On the flip side, with such a high success rate can come a saturated market, which makes strong customer loyalty and retention strategies all the more important for owners aiming to establish a sturdy foothold for long-term growth.

3 Compelling Data Points for Customer Retention:

1. Companies that aren't focused on customer retention face the risk of losing 55% of their business tomorrow.
2. Returning customers spend 33% more than new customers, on average.
3. The likelihood of selling to a new consumer is between 5% and 20%, while the odds skyrocket between 60% and 70% for an existing consumer.

The Impact of Retention on Revenue

Savvy business owners know the old truth, acquiring a new customer can cost five to seven times more than retaining an old one, and top marketing and business experts still agree. By focusing on customer retention, you can effectively reduce marketing costs and allocate resources to enhance the overall customer experience. Throughout this guide you'll learn about the many advantages of gearing your business plan towards retaining your loyal customers, tips for how to leverage data to accomplish this (including valuable insights and actionable next steps), and smart investments for the growth-minded laundry business owner.



Profiling Your Customer: Demographics, Needs, and Behaviors

Begin by gaining an intimate understanding of your customers' demographics, including age, gender, location, and household size. This data provides valuable information about their preferences. The top demographic data you should take into consideration includes:

- **Age:** Laundry services are essential to a wide range of age groups and types of people, including college students, young professionals, families, people with differences in abilities, and seniors.
- **Household Size:** Customers from single individuals to large families have varying laundry needs.
- **Income Level:** The laundry industry caters to various socio-economic backgrounds. While data has shown that laundromat customers' median household income is around \$35,000, there is still a market of higher income customers who seek luxury services like pickup and delivery, press and fold, dry cleaning, and specialty services like shoe cleaning.
- **Living Situation:** Renters, students, homeowners without laundry facilities, and travelers are common customer segments.

Next, dive into the needs and motivations that bring customers to your laundromat. Identifying the specific problems or requirements that led them to choose your services will help you offer targeted solutions.

Importance of Customer Feedback: How to Collect and Use It

Encouraging customers to leave Google reviews is another way to collect feedback. Positive reviews also help showcase the quality of your services, cleanliness, and customer experience. A higher rating can improve your visibility in local searches, bringing in more customers. To boost reviews, kindly ask satisfied customers to share their feedback and make the process easy by providing a direct link. Responding to reviews—both positive and negative—shows that you value customer input and are committed to excellent service.



Creating a Superior Customer Experience

However, sometimes there can be a major gap between some brands' self-perception and customer satisfaction. In this section, we'll go over some sure-fire ways to close any disconnect that exists between your services and your customers' expectations.



Staff Training for Exceptional Customer Service

Well-trained staff plays a pivotal role in delivering a superior customer experience. Empower your team with training in excellent communication, problem-solving, and conflict resolution skills. A friendly and helpful attitude creates a positive impression, fostering customer loyalty and encouraging positive word-of-mouth referrals. Keep in mind, a rock solid training program is wasted if you don't put the time and effort into hiring great people, so make sure to check out these [laundromat owner-backed hiring secrets](#).

Cents Marketing Tools: Powering Seamless Communication and Marketing

[Cents Marketing Tools](#) is a new platform designed to empower laundromat owners with the tools they need to streamline communication and create more [effective marketing programs](#). This comprehensive solution integrates multiple communication channels, allowing you to connect with your customers effortlessly and engage them in meaningful ways. The platform includes powerful tools like:

Email Campaign Management:

With Cents Marketing Tools, create and manage targeted email campaigns to keep your customers informed about the latest promotions, special offers, and upcoming events. The platform offers customizable templates and scheduling options, ensuring that your messages reach the right audience at the right time.

SMS Notifications:

Reach your customers instantly with SMS notifications through Cents Marketing Tools. Send personalized reminders about loyalty program rewards, exclusive discounts, or upcoming laundry tips, keeping your customers engaged and excited about their next visit to your laundromat.

Website Management:

Elevate your online image with a robust website, focused on your laundry business and community. Get found on Google quickly, make online ordering seamless, and grow your digital presence.





Cents Business Management: Elevating Customer Relationship Management

Cents Business Management is an advanced Customer Relationship Management (CRM) tool that serves as a central hub to organize and manage customer information, allowing you to provide personalized experiences and build stronger connections with your clientele. Cents Business Management is fully-loaded with:

Comprehensive Customer Profiles:

Cents Business Management compiles detailed customer profiles that include past transactions, loyalty program engagement, and even important milestones like anniversaries and birthdays. Access to this wealth of data lets you tailor your interactions with each customer, ensuring a more personalized and attentive approach.

Loyalty Program Management:

Effortlessly manage your loyalty rewards program with Cents Business Management. Track customer points, rewards, and redemptions to ensure that your loyal patrons feel valued and recognized for their continued support.

Targeted Marketing Insights:

Utilize Cents Business Management's analytical tools to gain valuable insights into customer preferences, behaviors, and feedback. This data-driven approach empowers you to build targeted marketing campaigns that resonate with your audience, increasing customer engagement and retention.

Streamlined Customer Communication:

Cents Business Management bridges seamless communication with customers, allowing you to send personalized messages, event invitations, and exclusive offers directly from the platform. This streamlined process ensures that your messages reach the right customers at the right time.

Cents Assist:

Transform your laundromat's customer service with the first dedicated call center for laundry businesses: unlimited calls and texts, handles all frequently asked questions, receives orders via phone and SMS, and human agent escalation during business hours.



By adopting effective communication strategies, leveraging modern technology, and fostering a sense of community, you can strengthen customer connections and make your laundromat an integral part of their lives. Engaged and connected customers are more likely to remain loyal to your brand and become enthusiastic advocates, driving new business through positive word-of-mouth referrals.

Using Data to Identify At-Risk Customers and Take Proactive Steps

Analyze the data collected through your CRM system, such as Cents Business Management, to identify customers who may be at risk of 'churning' (discontinuing their patronage). Analyze metrics like last order date, frequency of return visits, and changes in spending patterns.

Detecting early warning signs allows you to take proactive steps to re-engage these customers through email, social media, SMS marketing, and special discounts before they churn.



Implementing Smart Technology: Elevating Customer Experience

Incorporating smart technology into your laundromat elevates the customer experience to new heights. By offering digital payment options, such as mobile payments or card readers, you provide a more convenient and secure payment process.

Cents Card Payment Systems and Laundroworks offer a robust, and integrated, laundromat payment system to easily track what's going on in your laundromat from your laptop.

Introducing app-based services allows customers to remotely monitor machine availability, receive alerts when their laundry is ready, and even make reservations, saving them time and effort.

Take Action!

As a laundromat owner, your ultimate goal is to foster customer loyalty, drive revenue growth, and solidify the long-term success of your business. Throughout this guide, we've explored the crucial strategies and steps to achieve precisely that.

By taking a customer-centric approach, embracing modern technology, and implementing strategic loyalty initiatives, you have the ability to differentiate your laundromat in the market and build lasting relationships with your customers.

Luckily, it's a really exciting time to be a laundromat owner. With a whole world of technology at your fingertips, you can harness the power of advanced digital tools like Cents Business Management and Cents Marketing Tools to make your life easier, your customers happier, and your laundry business more profitable.

If you're ready to unlock the full potential of your laundry business and grow the most loyal customers in the industry, [schedule a demo with Cents today.](#)

