



How to Manage a Laundry Pickup & Delivery Service

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As our Chief Product Officer, Gilli Cherrin, reminds us, “Laundry pickup and delivery has been a cornerstone of commercial laundry and dry cleaning for as long as most people in the industry can remember.” It has traditionally been done as an added convenience for a laundromat’s customer base, and we see this more and more as wash-and-fold laundromats continue to move to a fully attended model that makes for a better in-store experience while supporting wash and fold with the added labor.

While pickup and delivery (PUD) is not new to the space, it has grown rapidly in popularity within the laundry industry. We spoke with Ariana Roviello, owner and two-store operator of Laundré, to take a closer look at the trajectory of the PUD market and how to manage—and grow—your pickup and delivery laundry business.



Why Pickup and Delivery: The On-Demand Laundry Market

At its core, PUD simply provides the infrastructure needed for operators to capture more pounds by expanding their reach beyond the standard one-mile radius that makes up the majority of their self-serve and drop-off business.

- The laundry service market size was valued at [\\$35.40 billion in 2024](#)
- It is expected to grow at a [CAGR of 37.3% from 2025-2030](#)

There are multiple factors contributing to the growth of the PUD and on-demand laundry market, including:

- Increasingly prioritized time-saving solutions amid busy lifestyles
- Rapid urbanization of areas
- The rise of subscription models
- Increasing adoption of gig economy services
- Increase in number of commercial properties like hotels, hospitals, and hostels



The Pickup and Delivery Customer Base



The typical understanding is that only white-collar, high-income neighborhoods will utilize premium laundry services like wash and fold. This couldn't be further from the truth. As a result, there is a wide customer base in need of laundromats that offer pickup and delivery services but are underserved within their communities.

- **Blue-collar:** This group is the opposite of the typical customer you might think of and may seem counterintuitive. However, among blue-collar communities, many are busy, dual-income households who benefit from a premium laundry service that eliminates the tedious at-home laundry process.
- **Homeowners:** While renters are typically a target market for laundromat services of any kind, homeowners are often a missed opportunity for pickup and delivery. Even though many homeowners have a washer and dryer in their home, they are also typically in a higher-income bracket with more specific laundry requirements and could have children and pets that have greater laundry needs.
- **Mid-to high-income singles:** A market that includes mid- to high-income single people is a niche but underserved market for premium laundry services. This group tends to be slightly younger, and therefore more accustomed to an on-demand world and place higher importance on personal time. These factors create a willingness and an ability to outsource tasks, such as laundry, to a convenient, high-quality provider.
- **Transplants:** Families and individuals in today's economy are transplanting from big cities to smaller ones, but are still used to the on-demand lifestyle urban areas provide. Despite there likely being fewer options for this group when it comes to pickup and delivery laundry services, they will also be more willing to utilize a service that is further away if they aren't the ones doing the traveling.
- **Commercial business:** Hotels, spas, gyms, restaurants, and medical facilities require regular, reliable laundry services for linens, uniforms, and other textiles. These businesses prioritize efficiency, hygiene, and quality, which means they're willing to pay for a dependable service that ensures their laundry needs are met without disruption. With recurring laundry demands, they also offer a stable customer base for pickup and delivery laundry services.

How to Start, Manage, and Grow Your Pickup and Delivery Services

When starting or expanding your pickup and delivery services, there are a number of important factors to consider, including the method of securing drivers, how to let people know about your service, and what technology you need to make it happen.

Choosing in-house or gig economy drivers

Perhaps one of the most important decisions for laundry PUD is whether [in-house drivers or gig economy drivers](#) (or a possible combination of the two) will make the most sense for your business.

Gig drivers for regular orders + in-house drivers for commercial orders

An optimal option may be a combination of both in-house and gig economy drivers. This could look like:

- One large vehicle and in-house driver for scheduled large and commercial orders that aren't guaranteed to fit in gig driver vehicles
- Gig drivers for regular orders, which can be turned off for certain days and times so that staff is prepared for when a potential order may come in

Promote PUD before you turn it on

Laundromat owners and operators want to start receiving and filling PUD orders right away once they flip the switch. To get the conversation started before you officially add the service, let existing customers know and promote your transition to offering pickup and delivery.

Of course, customers may tell you PUD is something they want, but it's hard to know for sure whether they'll utilize the service once it's offered. [Promoting the service beforehand](#), through emails, social media, and word-of-mouth, is essential to getting existing customers excited about PUD and helping spread the word to prospective customers.



Foster a strong online presence

When launching PUD, it's important to have a professional-looking website that you can direct potential customers to. This is the primary hub that new and existing customers can visit to learn about your service and place orders, so make sure your software integrates seamlessly with your website.

Ariana explains that it's crucial to "train existing customers" to use the website not only as an informative landing page but as the main location to place online pickup and delivery orders. In addition, be sure to also update any online business platforms, including [Google My Business](#) and Yelp, to reflect your new pickup and delivery services.

Incentivize existing customers

When launching a new service, your existing customers can be one of your greatest resources.

- Offer **referral discounts** to both the existing customer and the new customer they refer to you
- Convert your self-serve or drop-off laundry customers into pickup and delivery customers with **first-time order discounts**
- Enlist your current customers to help you recruit new customers online by asking for and encouraging them to **leave a rating and review** of your business on Google and Yelp

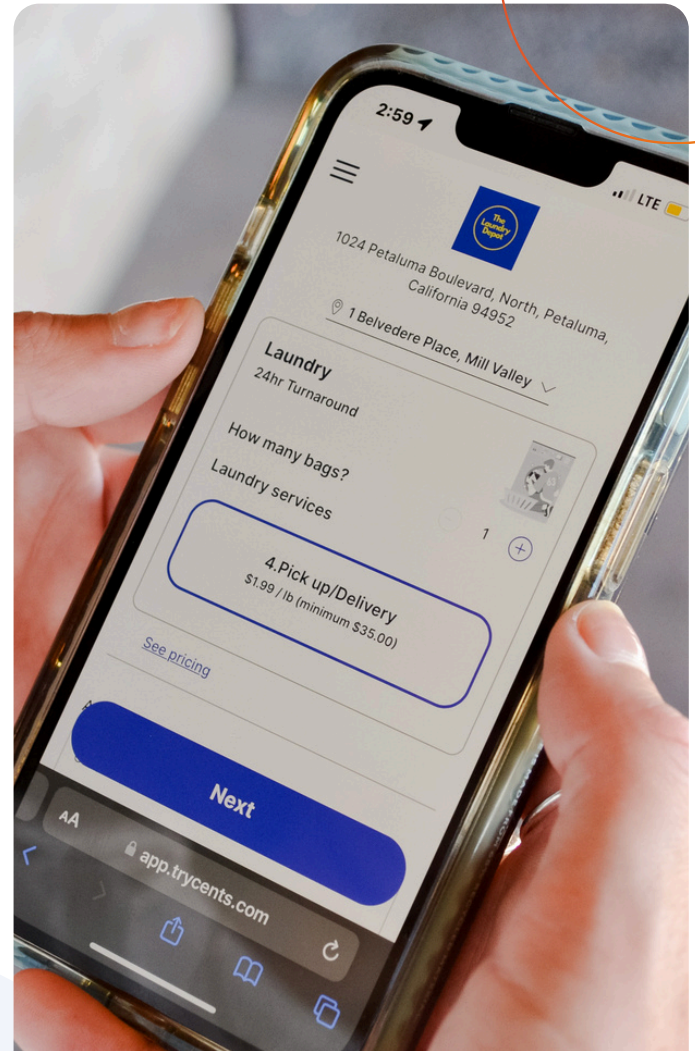


Invest in the right technology

Whether you're starting fresh with a pickup and delivery business or you're scaling your existing pickup and delivery services, the PUD management process can be complicated. Managing orders, ensuring they are picked up and dropped off successfully, training staff, updating inventory — there's a lot going on with pickup and delivery. Owners need a platform to power PUD, like Cents Dispatch.

Cents Pickup and Delivery not only provides integrations for on-demand and gig-based delivery, but it can also provide the best and most robust delivery system for pickup and delivery operators investing in their own fleet. It gives your customers more options and elevates the customer experience, all while making it simple for you to implement and manage.

Not only does Cents Pickup and Delivery offer a modern customer experience and the ability for you to extend your options, serviceability, and range, but Cents partnership with Google puts you before your competitors. Customers can book pickup and delivery directly from Google search results when looking for the service, streamlining the booking process, increasing customer reach, and giving you that edge over competitors.



Take Control of Pickup and Delivery

Laundromat pickup and delivery services provide a great opportunity to grow your business and increase your bottom line. Figuring out where to start and how to move forward can be daunting, though, even for the most seasoned business professional. With the right laundromat management system in place, you can transform your growth into pickup and delivery with a streamlined customer experience, reliable driver processes, and informed data and insights.

The Cents laundry management solution powers online order intake, discounts and promotions, the Cents Driver App, and Route Optimization, enabling laundromat owners to develop their pickup and delivery plans into a high-functioning, revenue-driving system.

Whether you have well-laid plans for pickup and delivery in the works or offering pickup and delivery only seems like a distant pipe dream, the Cents Pickup and Delivery platform enables laundromat owners to build what they have into a successful PUD laundry operation.

Learn more about how Cents can help you get started or optimize your laundry pickup and delivery services.

