

cents

# The Path to Remote Management at Your Laundromat



In the laundromat business, remote management is the doorway to every laundromat investor's goal. Today's savvy laundromat owners know that and are embracing the freedom that remote management brings.

As you know, there are challenges in managing your machines and stores from a distance—and we're here to help you explore actionable steps and innovative tools that empower you to step back without stepping away. We're now in the future of laundromat operations—you choose whether or not you want to capitalize on it.

In this guide you'll learn the power of machine monitoring, holistic store oversight, and strategies that real operators have used to convert their laundromat businesses into a passive income stream.



# Why seek remote management at your laundromat?

Simply put, remote management is the first step to a truly passive business, which solves many of the century-old roadblocks that have prevented laundromat owners from generating income without their presence. Owners often find themselves in a web of operational tasks, from overseeing daily routines to spending time on strategic planning. Here are the main reasons you may be seeking remote management:

## 1. Time constraints and work-life balance

Many laundromat owners are stretched thin, balancing day-to-day operations with strategic business planning, marketing, and customer service. This means long hours and a risk of burnout.

Automating and remotely managing operations can significantly reduce the hands-on time required to run your business, allowing owners more flexibility and improving their work-life balance.

## 2. Inefficient operations

Traditional laundromat management is met with inefficiencies and wide margins for error—coin counting, customer interactions, staff supervision, and maintaining cleanliness are cumbersome and time-consuming.

Real-time monitoring and alerts automate routine tasks, streamline processes, and ensure that every aspect of your laundromat runs like a well-oiled machine, even when you're not there.

## 3. Scalability challenges

Many owners' goal is expansion, yet managing multiple locations can be a major challenge. The need to be physically present at various sites can stifle growth and hinder consistency in service quality.

Remote management acts as a force multiplier, allowing you to seamlessly oversee and coordinate operations across several locations. A centralized dashboard offers a bird's eye view and better control, simplifying expansion and creating uniformity in service and experience.

# Manage your machines remotely

A major component of running a modern laundromat is the ability to [manage machines remotely](#). Gone are the days when coins dictated the necessity of on-site management. Today's technology empowers laundromat owners to oversee and optimize their machines from afar, ringing in a new era of operational efficiency and strategic freedom.

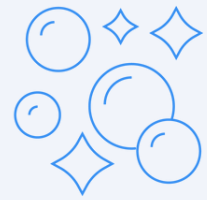
For a century, the [coin-operated nature of laundromats](#) anchored owners to their locations. The routine of collecting, counting, and managing coins isn't just time-consuming but a barrier to the dream of collecting passive revenue. Now, technological advancements offer solutions that minimize, and in some cases, eliminate the need for daily coin handling, opening the door to remote oversight.



## Key features of remote machine management

- **Real-time monitoring:** Imagine the convenience of monitoring each machine's status from one device. Availability, active cycles, and alerts are all accessible in real-time.
- **Maintenance and troubleshooting:** Remote management technology enables proactive maintenance scheduling and swift troubleshooting. With instant maintenance issue notifications, you can address concerns before they escalate, ensuring uninterrupted service and machine longevity.
- **Usage analytics and reporting:** Put your finger on the pulse of every spin cycle. Remote management systems provide valuable insights into machine usage, peak operational times, and overall efficiency, enabling informed decision-making to enhance profitability.





## Setting up your machines for remote management

Not all machines are ready for the digital leap. It's crucial to assess whether your existing machines can integrate with remote management technologies. Generally, machines within the last decade are likely candidates for compatibility.

Transitioning to remote management might require installing [card payment devices](#) or other hardware. This process may involve technical steps like drilling to wiring, ensuring your machines are ready to connect to the new digital era.

On top of that, hardware is just one part of the equation. Integrating your machines with management software is key to unlocking the full potential of remote management, from monitoring to maintenance.

# Systems enabling remote machine management

If you're looking to take your machines online, let's look at how business management systems can enable effective remote operating, catering to both coin-first approaches and digital payment methods.

## Coin-first approach

For laundromat owners operating primarily with coin-operated machines, the transition to remote management requires a balanced approach. To maintain the coin system, there are strategies to minimize the time spent on manual tasks like coin counting:

- **Minimize coin counting:** Implement a structured schedule to utilize bulk coin counting and track every detail of your collections.
- **Trusted employees:** Delegating and establishing clear protocols and checks ensures accountability and reduces the risk of discrepancies.
- **Alternatives to daily counting:** Consider less frequent, but more substantial, coin counting sessions to reduce daily operational hassles.
- **Create a schedule:** A well-planned collection schedule, aligned with peak usage times, ensures efficient coin management without daily intervention.

## Card payment devices

The adoption of card payment devices plays a pivotal role in modernizing laundromats, offering customers convenience and introducing an element of remote management:

- **Internet connectivity:** Connect your laundry machines to the internet, enabling real-time monitoring and control. This connectivity allows owners to track transactions, machine usage, and operational status without being on-site.
- **Seamless integration:** These devices can integrate with existing coin-operated machines, providing a hybrid model that caters to all customer preferences. This dual approach ensures no customer is alienated during the transition to digital.

## Management software

Central to the remote management system is the software that aggregates data from both coin and card-operated machines:

- **Comprehensive oversight:** Management software offers a dashboard view of machine status, usage patterns, and maintenance needs, accessible from anywhere. This oversight includes digital transactions and counted coin revenue at any given time.
- **Maintenance scheduling:** The software can alert owners to potential maintenance issues before they become critical based on usage patterns and machine diagnostics. This proactive approach minimizes downtime and maintains operational efficiency.



# Manage your store remotely

You may be considering a holistic approach to running the entire store, including operations and employee management, from anywhere in the world. This section delves into the strategies and tools necessary for effective remote oversight of store operations and staff, ensuring your business thrives even in your physical absence.

## Remote store management

Managing a laundromat remotely requires a focus on customer service, store cleanliness, and flexible hours of operation. Here's how to streamline these aspects efficiently:

### Customer service

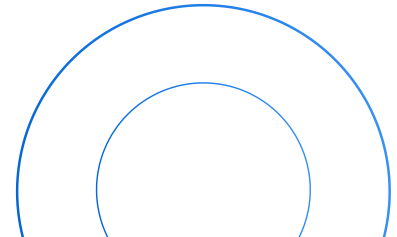
- **Online platforms:** Utilize online feedback forms and incentivize reviews to gather customer insights and improve services.
- **Communication:** Maintain a dedicated contact number for real-time customer support.
- **Safety information:** Ensure emergency shut-off instructions are visible throughout the store for quick customer reference.
- **AI Customer Call Center:** With the growth of AI, these call centers streamline your routine customer calls, reducing store phone management. It can handle automated order processing, instant customer information access, and more customer-centric capabilities.

### Store cleanliness

- **Staff and services:** Assign cleaning tasks to staff with digital checklists for real-time updates or hire a professional cleaning service for regular maintenance.

### Hours of operation

- **Flexible access:** Delegate opening and closing responsibilities to trusted employees or consider shifting to a 24-hour operation model to increase accessibility and revenue, ensuring safety with appropriate security measures.



## Remote operations management

Ensuring efficient operations remotely hinges on robust security, streamlined inventory management, and meticulous financial oversight. Here's how to keep your operations smooth and secure from afar:

### Security and surveillance

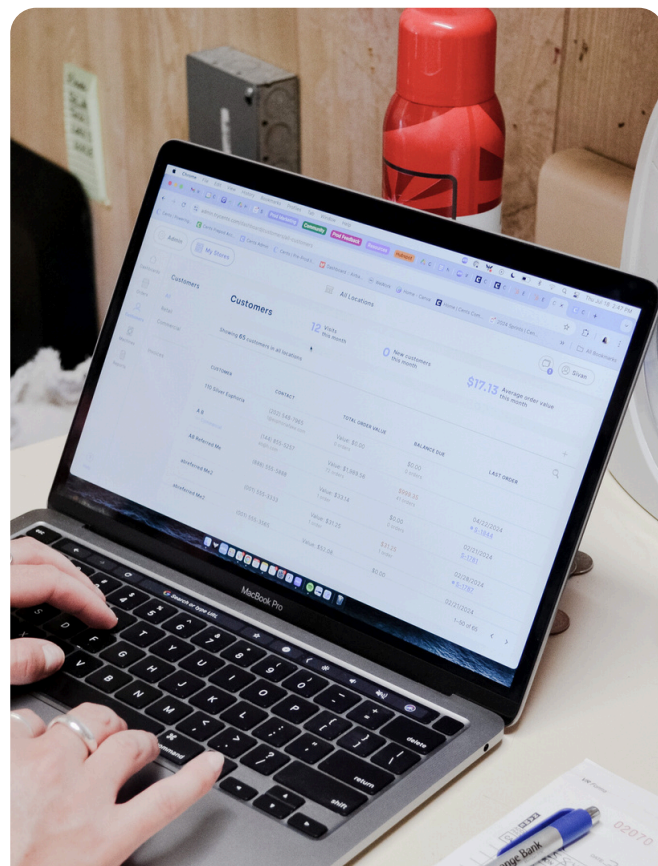
- **24/7 monitoring:** Invest in remote security systems for live surveillance of your premises, ensuring customer and store safety around the clock.

### Inventory management

- **Automated alerts:** Use digital tools for real-time inventory tracking, keeping essentials like detergents and fabric softeners stocked.
- **Vending solutions:** Collaborate with local vending companies to manage and restock vending machines, minimizing your need to be on-site.

### Financial operations

- **Cloud-based accounting:** Leverage tools like QuickBooks for remote bookkeeping and financial analysis, ensuring a clear view of your business's financial health.
- **Revenue tracking:** Implement a management system that integrates with your accounting software to track all revenue sources efficiently.





## Remote employee management

Ensuring efficient operations remotely hinges on robust security, streamlined inventory management, and meticulous financial oversight. Here's how to keep your operations smooth and secure from afar:

### Hiring and training

- **Video interviews:** Use video conferencing for interviews to efficiently screen and hire candidates from any location.
- **Online training:** Deploy digital training platforms with interactive modules for comprehensive employee onboarding.

### Scheduling and task assignment

- **Scheduling:** Employ digital tools and software to create and distribute staff schedules efficiently. These tools should allow for easy adjustments and real-time updates.
- **Clear expectations:** Ensure clear communication of tasks and responsibilities through digital channels, [maintaining transparency and accountability](#).

## Performance monitoring and feedback

- **KPI tracking:** Set up [Key Performance Indicators \(KPIs\)](#) to measure employee performance, utilizing regular virtual check-ins for reviews and feedback.
- **Digital recognition:** Use digital platforms to provide feedback and recognize employee achievements, promoting a culture of growth and appreciation.

Remote management is not devoid of challenges. Communication barriers, technology adoption, and maintaining consistent oversight are common hurdles. However, with the right strategies, such as regular virtual check-ins, clear communication protocols, and continuous training, these challenges can be mitigated.

The right technology and strategy empowers owners to lead their businesses into a future where efficiency, growth, and work-life balance are harmoniously aligned. Embrace these strategies and tools to transform your laundromat into a model of modern, remote management success.

# 6 steps to implement remote management



## Step 1: Assess your current operations

Conduct a comprehensive evaluation of your laundromat's existing operational workflows. Identify which processes require your physical presence and determine which ones could be transitioned to digital or automated systems. This assessment should cover all areas of your operations, from laundry services to customer interactions and backend administrative tasks.

### Identify opportunities for improvement

Once you've mapped out your current operations, focus on identifying any bottlenecks, inefficiencies, or areas where customer experience could be enhanced. These could range from the way machines are maintained to how customer queries are addressed. Consider using tools like customer feedback surveys or process mapping to get a clearer picture of where improvements can be made.

By methodically assessing your current operations and pinpointing areas for improvement, you lay the groundwork for a more streamlined and efficient remote management system, setting the stage for the next steps in the transition process.

## Step 2: Choose the right technology solutions

Start your search for the most suitable remote management software that aligns with your laundromat's current systems. The software should offer a suite of features to enhance your remote operational capabilities. This includes:

- **Remote monitoring:** Essential for overseeing machine status, usage, and potential issues without being on-site.
- **Digital payments:** Allows customers to make payments electronically, reducing the need for physical cash handling.
- **Customer communication channels:** Provides a platform for engaging with customers, addressing their queries, and receiving feedback, all in real-time.
- **AI call center:** Elevating your customer service with a call center that understands laundry frees up more of you and your staff's time.



### Hardware and card payment devices

In addition to software, the right hardware is crucial for a seamless transition to remote management. Consider the following:

- **Monitoring devices:** These devices can be installed on your machines to provide real-time data on their operation, alerting you to any malfunctions or maintenance needs.
- **Card payment systems:** To facilitate digital transactions, card payment devices can be integrated with your machines, allowing for a more streamlined and contactless payment experience for your customers.
- **Security systems:** Ensuring the safety of your premises remotely requires advanced security systems, including cameras and alarms, that you can monitor from any location.

Finding the right mix of software and hardware is pivotal for establishing a robust remote management infrastructure.

### Step 3: Implementing your remote management system

Implementation starts with creating a detailed transition plan. This plan should outline the steps, timelines, and responsibilities during the shift. Consider these elements:

- **Timeline:** Establish a clear timeline for each phase of the transition.
- **Employee roles:** Define roles and responsibilities for your team during the transition.
- **Communication:** Ensure there's a solid plan for ongoing communication throughout the transition process.
- **Risk assessment:** Identify potential risks and develop strategies to mitigate them

#### System setup

Collaborate with your chosen technology providers to establish the remote management system, which involves:

- **Software installation:** Install and configure the remote management software, ensuring compatibility with existing systems
- **Hardware setup:** Install necessary hardware devices for monitoring and control, such as sensors and card payment devices.
- **Integration:** Integrate the new system with existing digital payment platforms and customer communication tools for a seamless operation.

#### Testing and troubleshooting

Before fully implementing the remote management system, it's crucial to test every component:

- **System testing:** Conduct comprehensive software and hardware testing to confirm they function as expected in various scenarios.
- **Troubleshooting:** Identify any issues or malfunctions during testing. Address and resolve identified issues, ensuring the system is robust and reliable.
- **Feedback loop:** Establish a feedback loop with your team to gather insights and identify any additional areas for improvement

## Step 4: Training and change management

Effective staff training is essential when implementing new remote management systems. Here's how to approach it:

- **Comprehensive training:** Develop a thorough training program that covers all aspects of the new technology, ensuring that staff understand how to utilize the systems effectively.
- **Interactive sessions:** Utilize interactive training sessions, possibly through video conferencing, to engage staff and enhance learning.
- **Resource availability:** Provide accessible resources, such as manuals or online guides, for staff to reference when needed.

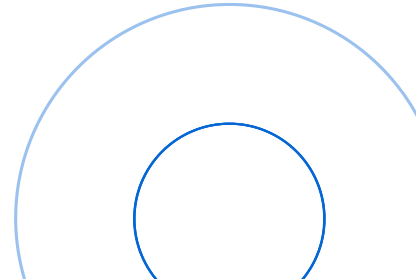


## Change Management

Managing the cultural shift within your organization is pivotal for the successful adoption of new systems:

- **Communicate benefits:** Clearly communicate the advantages of the new system to your team, highlighting how it will make their work more efficient and contribute to the organization's success.
- **Open feedback channels:** Encourage open communication, allowing staff to express concerns or suggestions regarding the new system.
- **Adjustment period:** Acknowledge that there will be an adjustment period and be prepared to make iterative improvements based on staff feedback.

By focusing on comprehensive training and proactive change management, you can ensure a smoother transition to remote management, fostering a supportive environment that embraces innovation and efficiency.







## Step 5: Launching remote operations

Initiate the transition to remote operations with a soft launch. This allows for a controlled, step-by-step implementation, helping identify and resolve potential issues before a full-scale launch. Select a portion of your operations or a specific location to go remote first, providing valuable insights and learnings.

### Monitor and adjust

Regularly track the performance of your remote management system. This includes the technical aspects and how well your staff adapt to the new processes. Consider things such as:

- **Feedback mechanism:** Establish channels for staff and customers to provide feedback on their experience with the remote system. This feedback is crucial for making informed adjustments.
- **Adjustments:** Based on the monitoring data and feedback, make necessary adjustments. This could involve tweaking the software settings, providing additional training for staff, or modifying operational workflows

By taking a thoughtful, measured approach to launching remote operations, you can ensure a smoother transition, minimize disruptions, and lay a solid foundation for future scalability and efficiency.

## Step 6: Optimizing and scaling

Utilize the data gathered by your remote management system to assess operational performance and make improvements along the way. This involves analyzing trends, pinpointing areas for improvement, and identifying successful practices.

Based on the [data analysis](#), implement strategies to enhance efficiency, reduce costs, and improve service quality. This could involve refining operational workflows, upgrading technology, or enhancing training programs.

When you're attuned to the performance of your remote management system and the overall efficiency of your business, you can plan to scale your business:

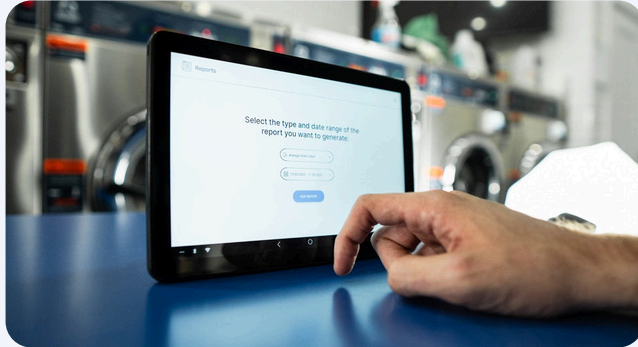
- **Leveraging technology:** As you grow accustomed to the remote management system, explore ways to expand its capabilities. This might mean integrating additional features, automating more processes, or scaling up the infrastructure to support more locations or services.
- **Expansion strategies:** Consider how remote management can facilitate business growth. This could involve opening new laundromat locations, extending service hours, or diversifying services offered—all while maintaining oversight and control from a distance.
- **Sustainable growth:** Ensure that your scaling plans are sustainable. This includes assessing the scalability of your technology infrastructure, the adaptability of your staff, and the financial implications of expansion.
- **Continuous improvement:** View optimization and scaling as an ongoing journey. Regularly revisit your strategies, incorporate new insights, and adapt to changing market conditions to ensure sustained success and growth.





## Tools for remote management

The Cents product suite offers a comprehensive set of tools designed to streamline operations, enhance customer experience, provide detailed insights into business performance, and implement remote management into their business.



### Point of Sale (POS) System

The [Cents POS system](#) is tailor-made for laundromats, offering a user-friendly interface and robust capabilities. It enables efficient processing of wash & fold orders, from intake to completion, ensuring no order is missed. The system also includes time cards, a time clock for employee management, and detailed record-keeping of sales and orders. It's a comprehensive solution that aligns with various laundromat sizes and goals.



### Business Management System

Cents extends beyond a simple POS system to encompass a full-fledged [Business Management System](#). This platform integrates various aspects of laundromat operations, providing tools for employee task management, performance monitoring, and strategic decision-making. It gives owners a real-time dashboard to view the most profitable services and products and manage campaigns, promotions, and discounts centrally.



## Card Payment Systems

With a shift towards digital payments, Cents offers [advanced card payment systems](#) like Laundroworks, enabling remote machine start and monitoring. These systems are designed to be quick to install, supporting a range of payment methods, including credit/debit cards, loyalty programs, and mobile payments. It offers laundromat owners like you the convenience of remote management, from adjusting pricing to monitoring machine usage and performance.



## Machine Monitoring

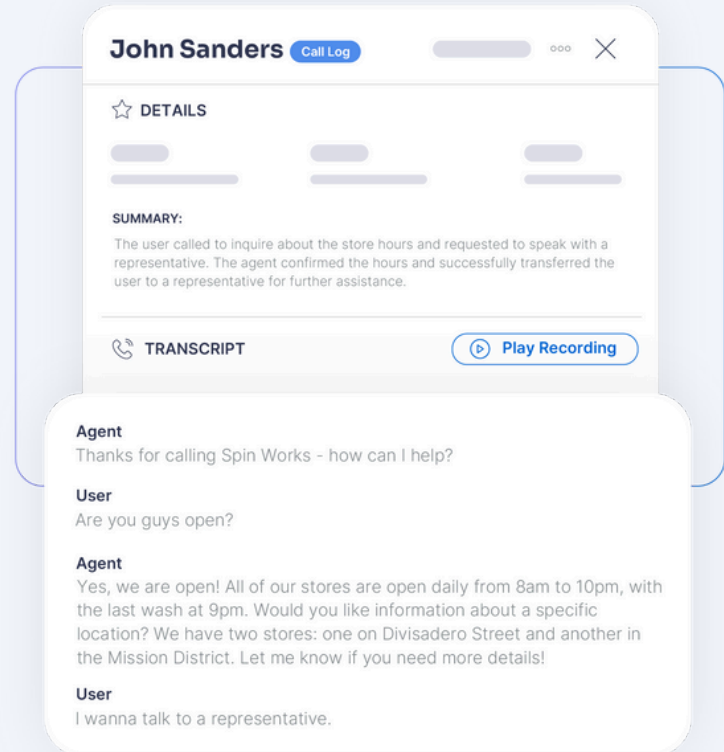
The Cents suite includes tools for comprehensive machine monitoring, providing insights into usage patterns, performance, and operational efficiency. This data is invaluable for making informed decisions about machine maintenance, optimization, and customer usage trends. It allows for real-time tracking and management, ensuring that owners can maintain oversight and control, even when off-site.

By leveraging these integrated tools, laundromat owners can enhance their operational efficiency, improve customer satisfaction, and grow their business in a competitive landscape.

## Customer Call Center

[Cents Assist](#) is the first call center built for the laundry business. It merges expert human knowledge with AI efficiency, fully integrating with your CRM and all Cents and Laundroworks solutions. This center saves time for you and your team by taking on tedious, repetitive calls like order status check-ins, order processing, and all frequently asked questions. With 24/7 availability and multi-language support, you'll uphold your customer service expectations and professionalism—all while reducing in-store call volume by 90%.

The Cents platform offers a scalable solution that adapts to the evolving needs of laundromat operations, ensuring owners can stay ahead in the fast-paced industry.





# Financial management from afar

Managing the finances of a laundromat remotely is not just possible but can be exceptionally efficient. Here's how laundromat owners can harness remote tools to oversee their financial health without needing to be on-site.

## Digital payments and online bookkeeping

Embracing digital payment systems is crucial for remote financial management. These systems offer real-time transaction data, allowing owners to monitor revenue as it comes in. Online bookkeeping tools seamlessly integrate with these payment systems, ensuring that all financial data is accurately recorded and easily accessible. This integration facilitates the tracking of income and expenses, streamlining financial oversight and simplifying tax preparation.

## Utilizing data for strategic decisions

Data is a powerful tool in the hands of laundromat owners. By analyzing financial data, owners can identify trends, assess the profitability of services, and make informed decisions about pricing, promotions, and investments. Advanced analytics can reveal insights into peak business hours, customer preferences, and machine usage, enabling owners to optimize operations and boost profitability.

## Remote tools for financial management

Remote management tools extend beyond transaction processing. They encompass comprehensive financial management solutions, including expense tracking, payroll management, and financial reporting. These tools offer a dashboard view of the business's financial health, enabling owners to make strategic decisions from anywhere, at any time.



# Jason Worme's journey to remote management

Jason Worme's Star Laundromats in Brooklyn and Staten Island faced significant challenges due to outdated, coin-operated systems and disjointed service operations. The manual cash collection was cumbersome, and the lack of integrated technology hindered the efficiency and scalability of his business. The physical limitations of the Brooklyn location compounded these issues, making it difficult to [increase revenue without expanding the premises](#).

## Solution

Jason adopted Cents Connect, a comprehensive digital solution that facilitated a transition to cashless operations, integrating various services like self-service laundry, wash and fold, and pickup and delivery into one seamless system. This technology allowed for better customer service, streamlined employee training, and facilitated remote management of multiple locations.

## Outcome

The implementation of Cents Connect transformed Star Laundromats into a more efficient and customer-friendly operation. Jason can now manage his businesses remotely, gaining insights through real-time data, significantly reducing manual workload and improving operational clarity. Customers enjoy a modern, convenient laundry experience, and Jason is poised for further expansion with a scalable, tech-driven business model.



# Go remote!

Embrace the future of laundromat management with Cents' advanced laundromat management tools. Transform your operations by integrating a system that offers unmatched convenience, flexibility, and control no matter where you are.

- **Built for self-service:** Elevate your laundromat with a comprehensive card payment system, allowing for various payment methods, remote machine start-ups, and detailed activity monitoring.
- **Superior convenience:** Offer your customers multiple payment options and the ability to start machines remotely, ensuring a seamless and user-friendly experience.
- **True remote management:** Gain deep insights with real-time dashboards, automate coin counting, and track every aspect of your business operations, enabling effective remote management.
- **Keep machines spinning:** Utilize data to drive business decisions, incentivize customer loyalty, and enhance overall profitability with strategic insights and control

Take the first step toward modernizing your laundromat and experiencing the benefits of remote management. Discover how the Cents laundromat solutions can revolutionize your operations, from simplifying transactions to providing strategic insights and the remote management experience you aspire to. Don't wait to upgrade your business – explore the possibilities and [schedule a demo today](#).

**Embrace innovation and watch your laundromat thrive with Cents' advanced solutions.**

[Learn more about Cents' Laundry Payment System.](#)

