

cents

Laundromat Success Checklist:

2025 Customer Service Blueprint



Quick Assessment Checklist

Rate your business on these key areas (1-3, with 3 being excellent)

Customer Satisfaction & Loyalty

Our Google review rating is 4.0 or higher	<div><div></div><div></div><div></div></div>
We respond to all customer reviews within 24 hours	<div><div></div><div></div><div></div></div>
We have a system to track repeat customers	<div><div></div><div></div><div></div></div>
We maintain a database of wash-and-fold regular customers (if applicable)	<div><div></div><div></div><div></div></div>
We follow up with first-time pickup/delivery customers (if applicable)	<div><div></div><div></div><div></div></div>
Section total:	

Customer Service

Customer calls are answered promptly during business hours	<div><div></div><div></div><div></div></div>
We have a system for handling after-hours inquiries	<div><div></div><div></div><div></div></div>
Staff is trained in customer service best practices	<div><div></div><div></div><div></div></div>
We maintain consistent service quality standards	<div><div></div><div></div><div></div></div>
Section total:	

Store Maintenance & Equipment Reliability

The store lighting is bright and all bulbs are functioning	<div><div></div><div></div><div></div></div>
Floors are kept clean and dry throughout operating hours	<div><div></div><div></div><div></div></div>
We have a system for quick response to spills or maintenance issues	<div><div></div><div></div><div></div></div>
Section total:	

Store Maintenance & Equipment Reliability

Our machines consistently deliver quality results without damaging clothes	<div><div></div><div></div><div></div></div>
Out-of-service machines are clearly marked and communicated to customers	<div><div></div><div></div><div></div></div>
Our equipment is modern and energy-efficient	<div><div></div><div></div><div></div></div>
Section total:	

Modern Amenities

We have high-speed wifi throughout our location with consistent connection quality	<div><div></div><div></div><div></div></div>
We have dedicated workspace areas with adequate seating, charging stations, and tables for customers who want to multitask while doing their laundry	<div><div></div><div></div><div></div></div>
We have entertainment options including well-maintained TVs with popular channels, family-friendly programming, and clear audio levels that don't disrupt other customers	<div><div></div><div></div><div></div></div>
We have well-stocked vending machines offering wash supplies, snacks, and beverages, with contactless payment options and regular restocking schedules	<div><div></div><div></div><div></div></div>
Our climate control system that maintains consistent, comfortable temperatures year-round	<div><div></div><div></div><div></div></div>
Section total:	

Final total:

Needs Improvement: 20-46 Good: 47-73 Excellent: 74+

Industry Trends & Recommendations

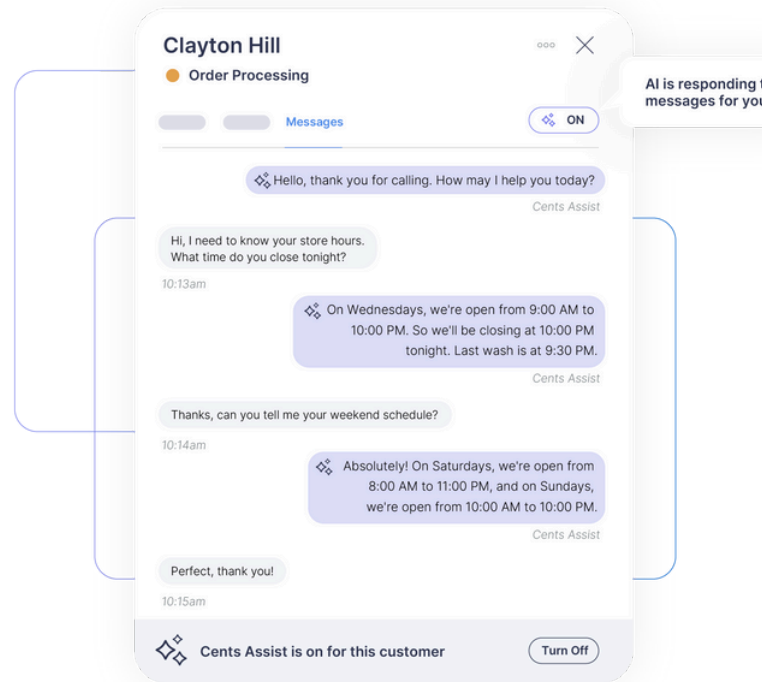
Every laundromat serves its community differently, and these recommendations are simply ideas to consider for your business. Take what resonates with your operations and adapt these to best serve your customers to boost your customers experience in your laundromat.

Dedicated Customer Call Center

Running a laundromat means wearing multiple hats, and we know how challenging it can be to manage everything while maintaining excellent customer service. That's where modern communication systems come into play. We've seen remarkable [success stories](#) from laundromat owners who have implemented professional call management systems like [Cents Assist](#). These systems ensure that every customer feels heard and valued, even during your busiest hours or after closing time. Your staff can focus on providing exceptional in-person service while knowing that no customer call goes unanswered. The best part? You'll gain valuable and logged insights into your customers' needs and concerns, helping you make informed decisions about your business.

Call Center Assessment Checklist:

- ☐ Our customer call center system is implemented and functioning
- ☐ Our customer service response time under 1 hour during business hours
- ☐ We log after-hours inquiries and address any needs within 24 hours
- ☐ Staff is trained in communication protocols
- ☐ Our customer feedback database is maintained daily
- ☐ We track and review communication metrics monthly



Digital Payment Solutions

While some customers still prefer traditional payment methods, the world of laundromat payments has evolved dramatically. Today's customers expect the convenience of paying however they prefer. By embracing digital payments, you're not just making transactions easier – you're building a bridge to better customer relationships. We understand you might need to cater to your coin providing customers but there are so many hybrid options to move forward with upgrades while still honoring those coins.

Cents offers a variety of payment solutions including a [laundry card system](#) and card reader options to accept all forms of payment (cash, card, EBT, mobile payment, and more). The Penny device is a customer facing on-machine card reader that accepts credit/debit cards via chip insert and enables mobile access via QR code. The Pulse is an In-machine device that connects to machines, tracking their activity and data, and seamlessly relaying the information to the Business Manager. With any [Cents payment device](#), you are able to accept any form of payment, remote start machines, and monitor activity.



The Laundroworks system is a laundry card operating system, requiring your customers to upload funds to a store laundry card to access the machines at your laundromat. The Laundroworks readers can also be installed to your vending machines and bathroom doors for security management. Laundry cards can turn occasional customers into regulars, while subscription services for wash-and-fold create predictable revenue streams. The peace of mind that comes with automated billing is wonderful for both you and your customers. Bonus: Any cash that the customer loads onto the Laundry card goes right into your pocket!

This shift toward digital solutions is transforming the industry. As Tim and Mary Richardson from Deluxe Laundry note,

We're building something different. No coins, no plastic, just a clean, efficient service that people can trust and rely on

Learn more about their story, [here](#).

Digital Payments Assessment Checklist:

- ☐ All machines are equipped with functional digital payment readers
- ☐ We offer multiple payment methods (card, mobile, loyalty cards, and more)
- ☐ We perform daily transaction reconciliation
- ☐ We display clear payment instructions
- ☐ Our staff is trained in payment system troubleshooting
- ☐ We have a backup payment system readily available

Social Media & Marketing

Your Laundromat marketing can look like a variety of efforts. As we have entered the era of social media marketing, we have a few recommendations for you and your store.

Your customers want to feel connected to your business, and social media makes this easier than ever. A strong social media presence isn't just about promoting your services – it's about building a community. Now, we're not saying you have to post viral content to become a multi-million follower account. We're laundry! Your social media accounts are a free way to show off how much hard work you put into your store. This is a perfect opportunity to take photos of your laundromat, give updates on hours, share promotions and new offerings. Sure, you could post videos which in return you could boost and turn into an advertisement but we don't need to complicate it. If you're interested in learning more about boosting your social media presence, check out our blog [here](#).

When customers receive real-time updates about their orders through SMS, they feel more confident in your service. Think about the last time you received excellent communication from a business – it probably made you want to return, right? That's exactly the experience you can create for your customers through strategic, thoughtful communication. With the right platform, you can contact your customers directly with updates and questions about their in store orders, promotions, or just friendly relationship building messages.

Social Media & Marketing Assessment Checklist:

- ☐ We post to our social media accounts a minimum of 3x weekly
- ☐ We have an operational SMS notification system
- ☐ We offer deals or promotions to recurring customers
- ☐ We track our customer engagement metrics





Smart Operations

Knowledge truly is power when it comes to running a successful laundromat. By [tracking and analyzing](#) your business data, you can transform good service into great service. Understanding your peak hours helps you staff appropriately, while tracking service patterns allows you to anticipate customer needs before they arise. This isn't just about numbers – it's about using information to create a better experience for everyone who walks through your doors.

Smart management of laundromat operating costs is the fastest way to boost the profitability and efficiency of your laundromat. By making smart choices backed by numbers, you save money and improve overall operational efficiency and customer satisfaction.

Smart Operations Assessment Checklist:

- ☐ We monitor weekly data analysis of usage patterns
- ☐ We perform a monthly cost analysis
- ☐ We have a Inventory tracking system
- ☐ We have established staff performance metrics

Customer Experience Enhancements

Today's successful laundromat is more than just a place to clean clothes – it's a comfortable space where customers feel welcome spending their time. Creating an inviting environment with good lighting, comfortable seating, and reliable WiFi might seem like small touches, but they make a world of difference in customer satisfaction. When customers enjoy being in your space, they're more likely to become regulars and recommend your business to others.





Sustainability Initiatives

Running a [sustainable operation](#) isn't just about being eco-friendly – it's about running a smart business too. By implementing energy-efficient machines, you'll see savings on your utility bills while showing customers you care about their values. Water-efficient systems and eco-friendly detergents might seem like small changes, but they make a huge impact on both the environment and your bottom line. The best part? These green initiatives often qualify for local tax incentives and rebates, making them even more attractive for your business. When customers see your commitment to modern, efficient equipment, they're more likely to choose your laundromat over competitors and become loyal, long-term patrons.

Sustainability Assessment Checklist:

- ☐ We monitor our energy consumption monthly
- ☐ We have a water usage tracking system in place
- ☐ We maintain high-efficiency machines
- ☐ Our laundromat uses eco-friendly products; they are available to customers
- ☐ We have utility cost reduction targets set
- ☐ We utilize our local rebate programs

Conclusions

Some of these suggestions might need a bit more cash upfront, but at the end of the day, making sure your customers have a great experience during their laundry visit is what really counts. No one wants to run a 'just okay' laundromat. Whether you make small changes or go big, taking steps toward a better laundromat experience will definitely pay off in the long run!

If you're still looking for more, here are a few different reads to further improve your laundromat.



15 Ways to Improve Laundromat Services

[Read Blog](#)



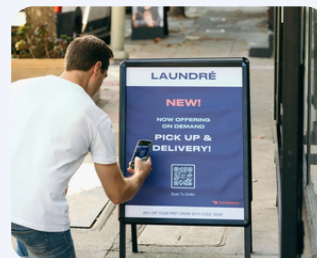
Laundromat Branding 101

[Read Blog](#)



Guide to boost customer retention

[Read Guide](#)



How To Grow Laundry Delivery Customers | 4 Tactics For Success

[Read Blog](#)

Take your laundry business to the next level—
schedule a demo today with a laundromat expert.

www.trycents.com/demo

Create your Action Plan

Complete these prompts to create your custom improvement strategy:

Our top three customer service challenges are:

- 1. _____
- 2. _____
- 3. _____

In the next 90 days, we will implement:

- 1. _____
- 2. _____
- 3. _____

Our customer service goals for 2025:

Short-term (3 months): _____

Mid-term (6 months): _____

Long-term (12 months): _____