

# Grow, Manage & Understand Your Laundromat Business

Cents is the only business management platform tailored to the laundry industry. A single platform, Cents simplifies clutter and better outfits laundromats to flourish within a market shaped by on-demand, user-friendly customer experiences. Activate your potential with these three pillars.

**cents**



## So Much Potential.

Laundromats have operated with very few changes for decades. And for good reason. Outside of water, soap and heat, there's not a better formula to wash and dry clothing. And owning a laundromat - especially one with good margins and a loyal customer base - is a great investment. Breaking this decades-old cycle could hurt business, so why change?

Technology has reshaped markets and customers, whose preferences for more on-demand and user-friendly services creates loads of new revenue opportunities. Within this new tech-forward world, laundromats of a bygone era are not inferior but are simply not set up to capitalize within an industry with **ever-growing financial opportunities**. Old-fashioned laundromats need an upgrade.

Point-of-sale (POS) systems are a popular update. But a majority of POS systems are agnostic and designed to work with a variety of business operations across a variety of industries. Armed with one-size-fits-all solutions, laundromat owners are often required to pair together different systems to create business management solutions for their operations. Solutions such as these often push owners, managers and employees to expend their time, energy and efforts navigating a network of poorly integrated systems; often undoing their intended goal: setting up laundromats to take advantage of a tech-forward market.

Change can be daunting, especially within an industry that has operated with very few updates for decades. Cents is a **single business management platform** designed for laundromats around a three-pillar philosophy, ushering laundromats from the days of yore into the tech-forward economy. These three pillars - **Grow, Manage and Understand** - set up laundromats to tap into their new-found potential without creating more work or frustrating owners, managers, employees and customers. Here's how.





## Pillar One: Grow

Growth at a laundromat can mean a number of outcomes: tapping into new revenue sources, expanding into wider geographic markets or updating customer experiences. Shaped by tech-forward markets and customers, the current tech-forward laundry industry presents owners with a wealth of **untapped potential** as well as a low barrier to entry, as growth is often the outcome of simply using a business management platform that's tailored to a laundromat's unique operation and needs. What does growth look like for the next generation of laundromats?

### Grow Your Revenue

Within our current tech-forward market, laundromats gain access to a number of new revenue opportunities. Chief among them: premium services, which can generally be understood as digital services that are more on-demand and user-friendly than their analogue predecessors. By migrating business management to Cents, laundromats and their customers gain access to premium, digital services that cater to today's tech-forward clientele, who both demand and are open to paying a premium for these types of services.

But how does this work at a deeper level? Digital platforms cut both ways. While platforms are the right environment to serve customers premium services, the same platform also serves laundromat owners a more insightful understanding of their customers and their journey. These insights empower owners to transform their businesses into dynamic operations that respond to the ebb and flow of customer behavior. Additionally, this feature shines at multi-location laundromat operations that contend with different, local customer preferences. laundromat owners grow their revenue by adopting new operating models:

- Business partner models
- Dynamic pricing models
- Subscription models

## Grow Your Margins

Generally speaking, growing margins involves boosting revenue while maintaining fixed costs, a process that - without the right business management solution - can be extremely challenging. But with Cents, laundromat owners are empowered to **automate repetitive tasks**, a crucial step to maintain fixed costs. User-friendly data analytics as well as automated alerts of purchases and low inventory grant employees the bandwidth to focus on high-priority, margin-growing tasks.

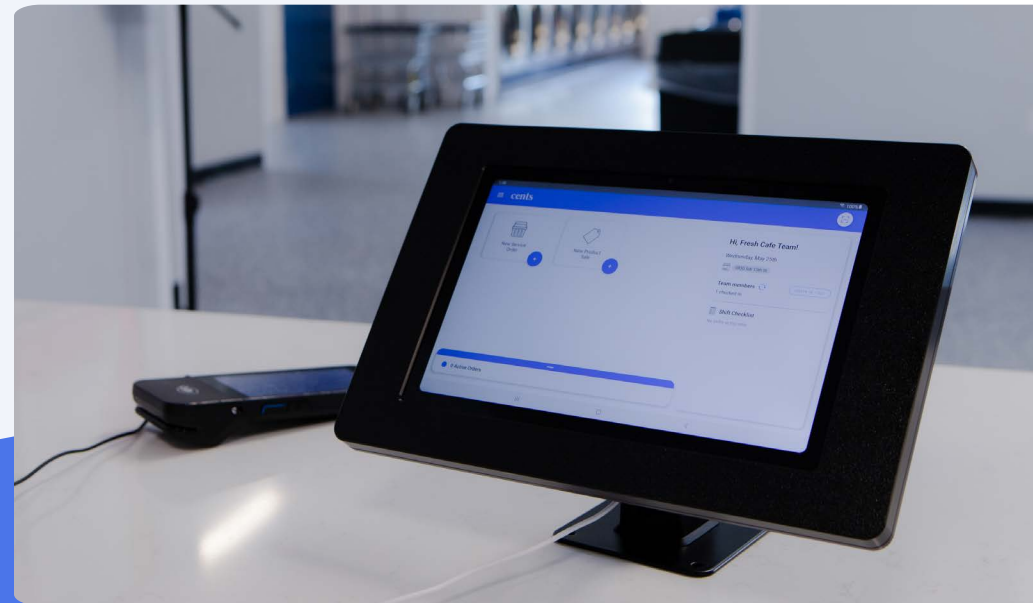
## Make Payments Frictionless

Who carries quarters anymore? We're seeing a spike in use of credit cards, electronic payments, RFID contactless cards and "mobile wallets," and concurrently increased use of washing machines and dryers that accept "frictionless" payments. In fact, over 90 percent of people ages 18 to 34 perform digital payments, putting the onus on laundromat owners to set up their shop to accept digital payment options via hardware that's both modern and flexible enough to meet evolving customer behaviors and needs.

Cents partners with Equipment Systems & Devices (ESD) to create an **integrated tech experience** that pairs the ESD electronic payment system hardware with Cents' business management platform. Cashing in on frictionless payments has never been easier. Owners can apply this hardware directly to their washers and dryers for a seamless digital payment experience.

On top of that, catering to a cashless customer base grows your business by removing previous tech limitations and creating a flexible interface to accept a spectrum of payment options: whether those continue to be cash and coins; or simply debit or credit cards; smartphone payment apps; NFC credit cards and devices; and loyalty or EBT cards. **Grow your margins by being flexible.**

Adding the flexibility to complete both in-store and remote transactions means a laundromat is no longer limited to only accept payments at its brick-and-mortar location. Why does this matter? Unlike an in-store experience, online transactions impose **less social pressure** on customers, the same pressure that curbs spending. Less pressure means more spending and greater margins. On top of that, cashless washers and dryers are simply more user friendly and a welcomed alternative to a sack of quarters on laundry day. Plus they're easier on your staff as well.



## Bolster Service Offerings

Today's families are busy and have fewer available hours to do laundry at home. Or they have limited access to brick-and-mortar laundromats within urban settings. This has created a growing demand for laundromats to offer enhanced services, such as laundry pick up and delivery.

But simply piling services upon a laundromat, its staff and customers is a poor idea. That's why Cents give owners the tools and platform to identify the right services to meet demand - and reduce the risk of a new venture. How does it work? With Cents, employees can access customers' digital records with an easy to use dashboard, which displays order history and details. Not only does this help ensure transaction history and reduce errors - such as bag or garment loss - but this dashboard also illustrates a **comprehensive overview of your operation**. With this data, owners are better equipped to allocate staff time and resources to high-potential areas of a business and ensure a smooth transaction, even when introducing a new service.

## Add No-cost Delivery

Of course, one of the most exciting new services is laundry pick up and delivery. While offering delivery services has historically been a risky and high-cost barrier for laundromats, the powerful combination of Cents and the gig economy offers owners a **no-cost delivery model**. (Customers pay a low-cost delivery service charge.)

Outfitted with Cents, owners can analyze customer behavior and identify areas for in-demand services, such as laundry pickup and delivery. Cents offers laundromats access to vehicles, drivers and other delivery-related resources. On top of that, Cents has also partnered with **gig economy providers** to power its pickup and delivery services, with no capital expenditure.

Let's break this down with a hypothetical situation. After partnering with Cents, a laundromat owner finds their customers desire on-demand laundry pickup and delivery services. (More on that later.) Not only does Cents empower owners to analyze data to make informed business operation decisions, but Cents also empowers them to capitalize on this desire. Cents facilitates access to vans, drivers and other delivery-related resources, and even allows them to grow alongside the gig economy by utilizing a partnership with gig economy providers with **no capital expenditure**.

**“I've had my own drivers and vans for the last 5 years, and have loved utilizing the Cents online order system and driver app for my deliveries. I'm really excited to now have the opportunity to add the on-demand delivery option for my customers so I can give them choices for delivery, without increasing my costs.”**

FELIX | 2 BOYS LAUNDROMAT

## Create a Premium Laundry Experience

Cents business management platform turbocharges laundromats, making them more time and resource-efficient, while driving additional revenue. An easier, more efficient laundromat means employees get their time back, empowering them to focus on higher-priority tasks, which are often tied to customer service. And better customer service is the cornerstone of a **premium laundry experience**.

Why does this matter? Cents empowers employees to provide better customer service and a premium experience to customers. With Cents, employees are spared time spent at the time clock, and performing tasks related to payroll and shift management. Across the US, forward-thinking laundromat owners - such as Laundre and Los Lavaderos, both in California - are turning to Cents to outdo their competition. Another example, Sunshine Laundromat & Pinball in Brooklyn, New York, is a laundromat with a comprehensive beer menu and pinball machines. Proceeds from its pinball games are donated to hospitals and cancer patients.





**“I have nothing but good things to say about Cents and the customer service is wonderful. From a user standpoint, Cents has been very easy to use and implement. My attendants and customers love using Cents”**

**SAM BAE | LAUNDERLAND COIN LAUNDRY LLC**

## Pillar Two: Manage

Cents is first and foremost a **“business in a box”** comprehensive business management platform. By eliminating the need to frankenstein together several platforms into one solution, owners are better equipped to effectively manage their laundromats. Whether an owner knows their business inside and out or is simply looking for new growth avenues, collecting and centralizing laundromat performance data under one system helps operators make **better-informed business decisions** and set more accurate goals and expectations - all of which are backed by real-time data.

### Employee Management

Pop Quiz

- How are employees interacting with customers?
- How much time are employees spending on work on a given day?

Outside of washer and dryers, employees are a central part of a laundromat operation. Cents empowers laundromats to **better manage their employees** by logging their performance - such as average processing time, clock-in-and-out processes, time spent at out-of-service machines and return on labor - enabling owners to gauge workers' operational efficiency.

With Cents, owners can quickly and easily identify a team's successes and top performers, recognize troublesome areas and work to motivate others to alleviate obstacles, ultimately driving overall staff satisfaction and retention rates. With the cost of labor on the rise, avoiding turnover is essential for today's laundromat. Cents is designed to not only analyze employee data, but to offer active solutions and empower owners to hire and retain top employees.

## Customer Management

Crafting a **premium customer experience** is crucial to the long-term success of a laundromat. That's where customer management comes in: both within a brick-and-mortar location and remotely. This flexible experience nurtures loyal, long-term customers, who are the lifeblood of any operation, especially in a competitive market.

Cents is built with a **customer relationship manager** (CRM) system that integrates seamlessly with a laundromat's website and marketing efforts. Owners can view comprehensive insights, track cart abandonment and access advertising reporting to help maintain a consistent, high-quality experience that goes above and beyond customer expectations.

## Financial Management

Laundromats contain multitudes: there's self-service, over-the-counter transactions and vending services. With so many sources of revenue - and more to come with an updated business management platform - how's an owner expected to keep track of performance?

Cents enables owners to quickly and easily monitor which revenue streams lead to the largest return on investment (ROI) and offer **intuitive solutions to maintain ROI** and reallocate spending away from sources with fewer returns. Train a closer eye on different revenue streams, get insights into alternative revenue sources, and even track marketing ROI to balance every financial element.

## Multi-store Location Management

Multi-store laundromat owners understand the headache of different business regulations from state to state. Laundromat operators with stores in different states must stay compliant with every state's tax rates and taxable products, business expenses on gas from traveling hundreds of miles, staying in tune with the needs of customers from different geographical demographics, and ensuring that all staff are motivated and providing the best experience for the customers.

Cents' platform accepts information from different states and generates **business insights for each laundromat location**, such that every owner and operator can gain a comprehensive view of each store while also seeing the big picture. Adjust prices and options of services, customize online ordering features and view employee information on a per-location basis to maximize the efficiency of the entire operation.

**“As a manager of laundromats, and someone who utilizes the Cents system in-store, it's great to finally see a platform that is easy to use for my team.”**

CHRIS | LAUNDRÉ

**“We've been utilizing the Cents platform for almost a year and it's incredible to see how the product continues to develop and help our business. I've been able to test new operating models, add on-demand delivery without any cost, and run 40+ stores easier than ever before. Cents is the game changer that our industry has been waiting for.”**

PETER | CLEAN RITE CENTERS





## Pillar Three: **Understand**

Setting up a laundromat with the right set of people, data and technology is the spark that propels a business into a tech-forward economy. But **understanding** a laundromat, how it operates and its customers' behaviors, that's the linchpin that unlocks a location's untapped potential.

### **Understand Your Customers**

When a laundromat owner understands their customers' laundry service needs, wants and desires, operators can engage with clients on a much deeper level. Discovering the dominant language of a core customer base, for example, empowers owners to adapt and craft suitable messaging and services. Discovering that a majority of customers are doing laundry for the whole family empowers owners with the insights to invest in 80-pound washers, which can accommodate family-sized loads.

With Cents, owners can curate a laundromat experience that meets customers needs and fosters their loyalty. Track customer behavior, price services dynamically and analyze marketing efforts to continue to tailor efforts towards a precise target audience.

## Understand Your Data

Data can be challenging. There are so many factors that contribute to gathering, analyzing and reporting accurate findings. That's where Cents comes in. Cents is designed to make **data processes simple and stress free**. On top of that, Cents is oriented towards reporting data as a story, which better positions laundromat owners to understand, manage and grow their businesses.

Cents continuously collects data from every corner of your business. Each data point is assembled to create a panoramic, detailed overview of a laundromat. Cents provides insights into every element of a laundromat, including machine performance, inventory, customer behavior, marketing efforts, revenue streams, point of sale (POS) processes and so much more. With Cents performing the data analysis, owners are equipped to make better-informed and intuitive decisions to grow their businesses.

## Understand Your Machines

Not that long ago, washers and dryers were a data mystery. On their own, laundromat machines washed and dried without reporting their performance. Cents changed that. Understanding washer and dryer performance starts with asking the right questions:

- When is a machine not running?
- Which of my machines are the most used?
- Which brands of washer or dryer perform the best?
- What is the best way to manage machine maintenance at several locations across several states?

Cents integration unlocks machine data and provides answers to these questions and more. Without the right technology and hardware, it's nearly impossible to accurately track individual washing and drying machine use and performance across several store locations.

Well-designed laundromat technology can identify the most and least-used machines so resources can be reallocated accordingly. Here's an example. An owner may find that one location's front-loaders get 70% more turns per day. With those insights, that owner may install more front-loaders at that location. Not only does this meet the immediate need for more front-loaders but also nurture better customer relationships and drive loyalty.



# Grow, Manage & Understand With Cents

**Break a decades-old cycle  
by partnering with Cents.**

Cents enables laundromat owners to satisfy the three pillars of a modern market: Grow, Manage and Understand. Get insights, manage better and tap into new, exciting revenue sources. Offer more on-demand, user-friendly services and take advantage of a growing industry. Cents is a complete business management platform for laundromats.

Book a [demo](#) today  
and take Cents for a spin.

