

Using Your **Machines** to Understand Your Business

cents





“The industry is always evolving; wash and fold and pick up and delivery are the fastest-growing segments, but a large portion of the industry is still self-service,” according to Pablo Marvel, Director of Business Development at Cents.

Alongside the rapid growth of new laundry business models, the coin-operated laundry market is still predicted to grow by [9.4% through 2027](#). At the heart of that business is the one thing that makes the laundry go ‘round — the machine.

Today’s laundry machines exist in a wide range of sophistication levels, and the ease or difficulty of use can greatly impact the customer’s loyalty to the laundromat. On the other side of the coin, the data gained from machines can help operators improve their understanding of customer behavior and operational efficiency — if they can get that data and integrate it with the rest of their business.

Let’s take a look at the power and value of washing and drying machines, and the data they provide, for both the customer and the laundromat owner.

Machines: The Customer Perspective

Convenience

While coin-only machines are still common, the modern laundry customer is looking for increased convenience in their busy lives. Having coins at the ready is a hassle, and there are few places in the retail world a consumer must go where they are required to use coins. Modern laundries offer card readers, mobile-first, and even mobile-only payment options as the new baseline.

Control

Customers are focused on being able to pay for their laundry services with their preferred method; it's of significant importance for them to feel in control of their finances and purchase decisions. Machines are trending in the direction of additional features and payment options, as the smart machine market is projected to hit over [\\$24 billion by 2026](#). Providing different options, such as cards and mobile payments, gives the customer that sense of control and agency.

Incentives

Customers aren't interested in going to multiple different laundromats — they want their one tried-and-true place that they can trust and build a routine around. Machines today can integrate directly with laundromat loyalty programs that save customers money and incentivize them to remain loyal to their ride-or-die laundromat.



“I looked at the amount of times a customer selected extra wash or extra rinse—which cost extra—before Cents card readers and after. Since installation, extra wash usage has gone up 85% and extra rinse has gone up 21%.”

STEVE BURKE | OWNER AT THE LAUNDRY BIN

Machines: The Operator Perspective

Revenue

Of course, one of the most important pieces of information operators can gather from their machines is revenue. While revenue data is essential to track accurately, it is only one part of a much larger concept of extensive data that your machines can and should be able to provide you with.

Customer behavior

- **What payment options customers prefer:** Do they use cards? Mobile payment? Loyalty cards?
- **How customers prefer to interact with the machines:** How often do they visit your laundromat? What settings do they choose?
- **Which machines get higher volume:** The ones furthest from the door? The ones in the middle? The ones closest to a folding station or seating?

All of this data is crucial in understanding how to provide the most optimal experience for your current customers, as well as how to attract new ones. For example, if a majority of customers are paying with mobile payment, laundromat owners can consider streamlining the process by offering a machine that only accepts mobile payments.

“With this data, you’re going to be able to unlock access to loyalty programs and marketing information that’s going to help you connect to the customers, retain them better, and ultimately increase revenue.”

MAX BUSHMELOV | HEAD OF HARDWARE AT CENTS





Operational efficiency

At the end of the day, what we're talking about are machines, and machines will always have their flaws and their breakdowns. While "out-of-orders" and other issues may not be avoided entirely, machine-provided data can help operators be thoroughly prepared for any technical questions thrown their way.

- **Hot and cold settings:** What's the most efficient for your machines, and how does it impact your utility costs?
- **Turns per day:** Which machines are averaging high turns per day, and will those machines need to be serviced sooner than others?
- **Dedicated wash and fold machines:** Do you want to allocate certain machines for employees to use exclusively for processing orders?
- **Installation:** It takes less than 10 minutes to install a Cents Connect reader - how quickly can you get a new system in and get your store back online?

By integrating this data throughout your business, you can make active decisions that will improve its operation efficiency. For example, laundromat owners might opt to perform early service on machines with higher turns per day numbers to avoid machine breakdowns and subsequent loss of business.

"You now have insights into your store's mileage, and machines that average 150+ turns a month, maybe they'll need servicing before the other machines."

PABLO MARVEL | DIRECTOR OF BUSINESS DEVELOPMENT AT CENTS



Cents Connect and the Value of Integrated Data

Cents already provides a streamlined, highly integrated [laundromat management solution](#). Now, [Cents Connect completes the picture](#) with sophisticated card systems that harness every piece of data from your machines and connect them to the rest of your business.

“For the first time, one company has built a solution that serves every type of laundry business; self-serve, route management, and full-service operations. Through Cents, our customers have access to the most advanced point of sale and integrated card system, allowing you to manage your over-the-counter wash and fold business, your pickup and delivery business, finances, and employee and general store management all from one system.”

ALEX JEKOWSKY | CEO AT CENTS

The Payment Systems



3.5" Square | 1.5" Depth

Penny

- **What it is:** Card reader
- **Where it goes:** Mounted on the front of the machine
- **What it does:** Accepts debit cards, credit cards, mobile payments via QR code, loyalty cards from our kiosk, and still counts coins on the machine
- **What to expect:** A simplified, accessible, interactive machine experience



3.5" OD | 1" Depth

Pulse

- **What it is:** Mobile Payments Reader
- **Where it goes:** Mounted inside the machine
- **What it does:** Accepts mobile payments only via QR code, and communicates with the Cents OS and Business Manager to track machine data in one centralized location
- **What to expect:** The same data transparency as the Penny, with streamlined payment capability and business-integrated data

The Value

The Cents Connect systems provide equal benefits for both the customer and the laundromat owner by bringing convenience and data-driven decision-making to the top.

- **Customer value:** Laundry customers using Cents Connect products in their favorite laundromat have the convenience of being able to pay however they prefer and store their customer preferences
- **Operator value:** Cents Connect laundromats can control and track machine usage from anywhere. Machine data is integrated into every other element of the business, and it's accessible in one centralized dashboard

To experience the power of Cents Connect first-hand, [schedule a demo with the Cents team today.](#)

