

Bill Norteman
Store Owner – Jet Xpress Laundry



Prior to purchasing LaundryCard did you have any reservations?

What ultimately made you decide to go with CCI?

No, we looked at a lot of different stores, but bottom line is after carefully evaluating we decided we didn't want a store if we couldn't do a card system. Which led us to the next thing of looking in to card systems-there was just no question that we wanted to go with the laundry card system vs. some of the other systems. You guys still have the best out there as far as some of the features. Jim and I travel a lot and we wouldn't be able to manage the store remotely without the LaundryCard System-we wouldn't be looking for a second store right now if we had to collect coins all day.

How has the LaundryCard system improved your business?

To me personally, I find the things I use the most, when I wake up in the morning and I want to know if the attendant got there on time I can check to see if they have clocked in. I use reports on a daily basis, the totals reports and starts and I love the multivend analysis that's very helpful on which way to go because we just changed our prices on the extra wash cycles and it has been great to go back and see how that is affecting us. Also use the employee hours reports, I don't even have them fill out any extra reports for their hours I just use the LaundryCard system reports.

When we opened we set up the free dry into our pricing structure-each start was one free dry and a second free dry on the bigger machines, which we found confusing to customers. That will be the first thing to go away-we market the heck out of it in the stores. Next we plan to start Wash to Win with the standard profile of points and bonus. We use cards for other marketing programs. We interact with a lot of neighborhood groups and charities-we give them pre-valued cards for different events. We have relationships with radio stations giving them pre-valued cards with \$10 or \$20 and they give us marketing in return. We have done this for the American Cancer Society that recently held a bowl a thon. We followed the double your money promotion in the beginning for our grand opening, but have since taken that away.

If you were to build or retrofit another laundry would you use CCI and LaundryCard again?

I would absolutely no question use the LaundryCard™ system for another store.

What type of clientele do you have at your store?

We are in a generally Hispanic neighborhood 68%, but our clientele is more like 90% with some African Americans as well. Middle income, blue collar individuals is a good description of most of our customers.

There are two types of customer responses, those who love it and those who don't. I feel we possibly have lost a customer or two who just will not come into the 21st century who want to carry all those quarters around. The ability for us to manage the store remotely out weighs that negative. We also get people who just love it and the fact that we have the most technically advanced store impresses them. Not every new customer is new to the idea of cards.

Is your store attended?

Our stores are fully attended, we don't want anyone to walk out because they don't understand the system, and now we have customers who train other new customers on the system.

I would recommend going with high speed. From the beginning we decided that every single bill we were going to have we would find a way to pay for it. We were the first of your customers to put in an internet kiosk. In a few days a week we pay the monthly internet bill with that kiosk.