

Chris Balestracci
Store Owner of Super Wash Laundry



How has the LaundryCard system improved your business?

As far as store operations, definitely save me a significant amount of time. Before I had the same size coin store, I used to do 3 collections at an hour and a half, so this system has saved my 5 and half hours per week with almost 100 machines. Because I have an office and its rear loaded the customers never see the money when I'm collecting. Other features such as pricing and cost analysis. Also time repairing coin slides, I'm not carrying quarters to the bank.

I love the reports, just be able to get this up via internet access all over the world at home at work. I look at the totals reports, float and machine category reports and very important. Started now using employee calendar also the problem tracking on the machines, for keeping track of my repairs. One of the biggest things is that it is bi-lingual. Any customer can get instruction in their preferred language and anything they do with that card is also in that language. I don't have to worry about hiring bi-lingual employees. It's easy for the attendants to fix small problems, and I can walk them through fixing the problem with their attendant cards without me having to go to the store physically.

Big bill bonus, 10% on a \$20 or more amount, card discounts-we give discounted cards to the car wash. And the attendant cards at 95% discounts for the wash dry fold. No Free dry, Time of day we tried when we were open 24hrs a day and since we have stopped that 24hr and we have stopped using that time of day pricing.

How has your experience been with LaundryCard technical support?

Technical support is absolutely fantastic. I have 2 examples. Dell gold support is absolutely phenomenal. Your technical support is one of the reasons I went with the CCI system because they are there 24/7 not just during the weekdays because Laundromats are open on the weekends. One incident happened on a Sunday, Fathers day, and I got a hold of Steve. With in 30min he was on the phone from Chicago calling my father in Connecticut...CCI at 5am Chicago was there getting our store back up and running.

Second example is a time I was speaking with Vince and he didn't stop help because of my dial up internet situation but he continued to problem solve with me and my attendant and subsequently couldn't fix the problem even after going above and beyond the call trying to reset other components. I can't say enough about the service they are always there when you need it they respond immediately, they calmly get through the problem even when I get frustrated, and it's just fantastic.

Prior to purchasing LaundryCard did you have any reservations?

What ultimately made you decide to go with CCI?

I decided to go with the CCI system because I felt at the time they had a few more benefits and advantages compared to the other card systems-nothing but good experiences with it. CCI continually tires to improve the system and make betterments and make the system better more cost effective and easier to use for the laundry owner. They continue to not just rest on their morals but continue to improve the product.

I convinced Kevin Beggs to go with CCI. The CCI system is truly a laundry focused system that really made it easy to access over the internet, access the machines, fix the machines, and get reports.

I would absolutely use it again. I wouldn't retrofit a used laundry because of the cost to put in any card system. I like the larger stores mine is 3500 square feet with about 100 machines. If I built a new store I would definitely go with CCI because of their service, quality and things I have mentioned in the past. I like the system and would do it again.

What type of clientele do you have at your store?

My clients are about 60% Hispanic, 50/50 male to female, large families. The people love the bigger washers and it is a benefit to the system because they don't have to put \$8 worth of quarters in, just one slide of the card.

In 4 yrs we might loose one customer. Rest of them love the added bonus, the discounts, generally it has been well accepted.

Last year in Jan 2006, my utilities went up about 100% and I was able within one hour and determine after looking at my reports to add 5-6cents to each washer to break even in the increase in utilities, which was great because the customers didn't really notice it and I didn't loose much of my profit margin. I like to see the average expenditure...mine is about \$14 per visit, another huge benefit!