

Tom Herbert
Store Owner - Super Spin Laundromat



1) How has the LaundryCard system improved your business?

CCI's LaundryCard system has improved my business in many ways. The most important way is the ease and almost instantaneous manner in which I can access information. Sales, Turns, Attendant issues, Wash n Fold usage, etc. I had previously operated an ESD store using chip cards. At the time I thought it was a great system, but it pales in comparison. I have found that operating CCI's system has made every aspect of managing and operating a store much easier and more efficient. About once a month I find another piece of information or system feature, that I hadn't known about or used before. The one thing I care nothing about was I opened, that I do now, is customer's card activity. It takes the guess work out of a lot of sticky situations. I also LOVE the ability to change prices in ANY increment I choose. Today, I raised my dryers \$.04 per ten minutes it was simple and easy. Not being tied to any coin for a price increase is worth its weight in gold. Add the ability to accept any credit card and you have the basis of a customer friendly atmosphere. The ability to accept credit cards was the BEST decision I ever made. My weekly sales jumped \$2500, above my previous year. I can honestly say that about half of that number is directly attributed to accepting credit cards. The best management feature is remote access, no more carrying boxes of paperwork.

The thing I like most about the system is the new POS system. All I can say is Thank you! This has helped the store more than anything. That and the "float". I know float isn't something that should be used as a selling bonus. I like them both and so do the customers; I frequently get fifty dollar bills inserted into the exchangers, and occasionally a hundred. To this day it always puts a smile on my face. I don't believe in "free dry" or discounting base on time or day so I don't use those features. The fact that "Wash to Win" can only be used in washers is awesome. It keeps them coming back!

2) How has your experience been with LaundryCard technical support?

I really don't know what to say about the technical staff other than they are awesome. I have always received quick and accurate responses to any issue I have had. Rob has personally held my hand on many issues and is the best you have. Give him raise. Your other techs are great but he is the best technical support guy I deal with.

3) **Prior to purchasing LaundryCard did you have any reservations?
What ultimately made you decide to go with CCI?**

Let me first say I had no reservations in purchasing your system. The only thing I didn't care for was the security system. In hindsight I should have purchased that also. You should really market your products as a complete Laundromat "Operating System". The way I perceived it was method of collecting money. I am sure many others people do the same. It is so much more than that. I will ONLY use your systems in any future Laundromat I build or buy. It is a basic to me putting in washers and dryers. You can tell any perspective buyer that their reservations are truly ridiculous. They can install this system and have control of their business, or do something else and let the business control them. If are building a new store than this system need to be part of the plans. It is no brainer. It pays for it self in less time than any analysis will tell you. It reduces the "degree of difficulty" in operating a Laundromat.

4) **What type of clientele do you have at your store?**

As far as clientele goes. I am probably the furthest from any norm you can find. I am located away from the middle of town. Almost all of my customers vary. Almost all of my customer drive or take a cab to my store. They are generally middle class, lower to upper. They are about 30% Caucasian, 30% African-American, 25% Hispanic, 10% Eastern Block, and 5% Middle Eastern and Indian. The comments form customers vary, but they love how easy the system is to use, the fact they don't have to carry or drop tons of quarters, that can "load" up their card, and that they feel safer having the card rather than cash. They also like the fact that if they loose their card I can transfer the balance. The wash and fold customers absolutely LOVE the POS system, and how much easier and faster the drop off / pick up process is.

5) **Is your store attended?**

My store is attended 100% of the time, often by multiple attendants, I also operate 24 hours a day, 363.5 days a year, I guess that leads me to another huge reason this system is so great – attendant security. They (who are the heart and soul of my store) feel much safer using the card system. Especially at 3 a.m.

I absolutely love your product(s) and don't mind telling anyone who'll listen that I do. Keep up the great work, and hopefully we will be doing some more business in the very near future.