



EBOOK

Technology Trends You Need to Implement into your Wash-and-Fold or Laundromat Business





Whether you operate a traditional laundromat business, a wash-and-fold, or a dry cleaning service, you need to find a way to stand out from your competition, attract customers, build their loyalty, and grow revenues. Customers want services that are in safe, convenient locations, reasonably priced, and have store hours that align with their schedules. However, your competitors are also meeting those demands. To gain an edge, wash-and-fold, dry cleaner, and laundromat businesses need a different strategy. One of the most effective ways to stand out is by implementing modern technology to enhance customer experiences and make your business more manageable.

Consider the impact these technologies could have on your operation, customer satisfaction, and bottom line.

► Up-to-Date Point of Sale Systems

Traditionally, there's been a cash register or electronic cash register (ECR) on the counter of dry cleaning, wash-and-fold, or attended laundromat businesses. However, upgrading to a modern point-of-sale (POS) system will allow you to run your business more effectively and make your life easier.

Like a cash register or ECR, a POS system helps you manage transactions and accept payments. However, a POS system also ***provides your business with additional benefits.***



Item tracking

POS software designed for wash-and-fold and laundromat businesses automatically tracks items as they are processed and packaged. For greater accuracy and traceability, your employees can print and scan barcode labels to ensure all items in an order are tracked and ready when the customer arrives to pick them up. With the right system, you can eliminate paper tickets – and the illegible handwriting, human error, and lost items associated with using them.



Data Insights

An advanced, industry-specific POS system allows your team to collect data to help you run your business more successfully. The data you collect can help you learn more about your customers, their preferences, and which offerings and services build loyalty. You can also monitor trends, such as peak traffic times and seasonal demand, which will help optimize schedules and labor expenditures.



Remote access

POS systems with cloud access and reporting give business owners the freedom to manage operations virtually. A POS system purpose-built for your operation can send reports and alerts informing you of revenues, machine or equipment status, schedules and timekeeping, inventory, expenses, and more. Operators with more than one location have visibility into their business and the data they need to keep operations on track.



Customer relationship management

Your POS system allows you to offer a loyalty rewards program. Unlike “punch card” systems that were common in the past, your POS system will give you a digital alternative that’s tamper-proof and helps you tailor promotions for greater effectiveness and increased revenues. Your POS system will also allow you to manage your customer list, segment it so you can tailor offers, and get the most out of your marketing budget.

➤ Better Customer Checkout Experiences

To equip your dry cleaning, wash-and-fold, or laundromat business with even more functionality, you can integrate your POS software with solutions designed to speed up drop-off and checkout processes.



Integrated payments

According to the Diary of Consumer Payment Choice, consumers make only about [26 percent of all payments with cash](#). Allowing your customers to use payment cards with receipt printers gives them convenience and minimizes the chance your business will [experience losses due to theft](#).

You have various options for the types of payments you can accept. Contactless cards and mobile wallets can help create a touchless experience while eliminating last-minute customer trips to get cash for their laundry.



Integrated laundromat scales

Most wash-and-fold laundry services charge by the pound, so an accurate [POS scale](#) is necessary. You want a scale that is easy to connect to the rest of your POS hardware and can integrate with your POS software without delay. Be sure the scale is “trade legal” and can measure a hefty amount of weight.

These scales are a must-have for businesses that provide services to hotels, companies that require uniforms, or other accounts that pay for laundry by the pound. A laundromat scale integrated with your POS system will quickly give customers an accurate price.

Integrated laundromat scales save time, eliminate manual weighing and data entry, and streamline processes for you and your customers.



Receipt and label printing

Quality printing is essential for printing labels to track items, associate orders with customers, and for professional receipt printing. Printers capable of using [linerless labels](#) and sticky paper that can be applied one-handed and print labels automatically at drop-off will streamline processes. Also, an adhesive that withstands processing and a humid environment will increase efficiency and minimize lost items.

Additionally, printing durable receipts that don't fade is vital to verifying the right customer has arrived for pickup. An industry-leading [thermal printer](#) will also allow you to add your logo to create a professional receipt that keeps your brand top of mind.

➤ Kiosk Solutions

As labor shortages continue, dry cleaners, wash-and-fold, and laundromat businesses can benefit from deploying kiosk solutions. At the laundromat, kiosks can allow customers to pay and turn on the washer or dryer so the customer doesn't have to exchange bills or carry coins.

Kiosk solutions for dry cleaners or wash-and-fold businesses can automate drop-off experiences, enabling customers to choose from a menu of services, use loyalty rewards, [print their own tickets](#), and make payments. Integrating the kiosk solution with a mobile app provides the best experience, enabling customers to check on the status of their items and make payments with a mobile wallet.

Your kiosk solution should have user-friendly software and hardware that's durable, flexible, and secure. [Tablet stands](#) can enable businesses to quickly deploy a kiosk that automates tasks and increases customer satisfaction.



► Mobile Apps

One of the biggest trends in laundry services is developing a mobile app. Mobile apps created with low-code/no-code platforms that integrate with the POS system can provide customers with several conveniences. For example, they can use the app to schedule services, make payments, and monitor progress.

An app can also help customers make the best use of their time. Laundromat apps can let customers know when machines are available and how much time is left on the washer or dryer cycle so they have the quickest, most convenient laundry experience.



Stay on Trend and Position Your Business for the Future

Consumers rely on technology for an array of activities in their everyday lives. Basing your operations on paper-based and manual processes won't meet their expectations for efficiency, convenience, and excellent customer experiences. Your customers and advancing technology are driving changes in the dry cleaning, wash-and-fold, and laundromat businesses – and to stay competitive, your operation must evolve.

By implementing the proper technology, including kiosks, integrated scales, and thermal printers, you can create cohesive, time-saving experiences that generate more loyalty and bring customers back time after time. To learn more, contact Star.

Contact Us

About Star Micronics

Star Micronics America, Inc. is a subsidiary of Star Micronics Company Ltd., one of the largest printer and POS manufacturers world-wide. Star Micronics also manufactures high precision machine tools and precision parts. Star Micronics Company Ltd. is ranked as one of the Top 50 “Most Stable” Japanese companies on the Japanese Nikkei. For more information, visit www.starmicronics.com or call 800-782-7636.