

Considering using Card in your Laundry?

If you are considering the possible use of Credit/Debit Card acceptance on your laundry business equipment it is important to consider...Who your Customers are, what are the available means for Customer to pay & what are the costs

Customer profiles

Having a very real awareness of just who are your Customers is paramount when considering making any changes to the ways in which the business functions or how you believe you would like it to function. This requires understanding the socio-economic profile of your Customers and how they pay for services.

Paying for Use of Equipment

There are three basic means by which your business Customers might pay for using the washer and dryer equipment in your business...these include using Coins, Tokens or Card and the costs of each of these varies.

Using Coins

To operate your business successfully using coins requires having an on-site capability for Customers both existing and potential to obtain coins and this is best achieved by having an in-store coin change machine in which Customers use either notes or both notes and coins to purchase \$1 coins or a mix of \$2 & \$1 coins to use. The cost for a Change Machine can vary from less than \$3000 for a smaller size single coin dispense unit and under \$5000 for a larger higher specification mixed coin dispense unit.

Using Tokens

The use of tokens provides the main advantages of not having to have real coins in your change machine or in your laundry equipment exclusively (washers & dryers can operate on both coins & tokens). Tokens provide another important advantage...they cost a fraction of real coins and you sell them for full cash value ... they can be either 'generic in design' or 'business logo identified' to assist with Venue loyalty.

Using Card

To use card acceptance only in your business incurs an initial cost in the supply and fitting to your laundry's equipment and in operation there are ongoing merchant & transaction based fees. Fitment of card readers requires the removal of coin acceptors on equipment that will limit access to your business services to card holders and users only. Costs of supplying/fitting a card reading device can be high as \$1000 p/unit with ongoing fees according to the number of readers used. How much new business will you gain through cards?

The CVMCO Option

Our solution to your business needs is to combine all of the above means for Customers to pay for services is by offering a single unit that allows for the use Notes, Coins or Credit/Debit Cards to purchase in-store Tokens for use in your Washer/Dryer units.

The Maxi ULTRA allows for the use of Tokens in all of your businesses equipment and removing coins from equipment cashboxes...or alternatively to operate the majority of equipment on tokens only and with a smaller number of units to operate on both token and coin and free up your cash-float money for other purposes !

Call or contact us about Maxi ULTRA and all our other Customer Payment Solutions.

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