DexterPay®
LAUNDRY MADE EASY
DEXTERPAY CASE STUDY

DexterPay is more than just a payment solution. It provides unprecedented access to customer information, generates revenue and reduces your overhead costs. Below are a few examples from an actual store[1] on the positive impact DexterPay had on that operation.

23% of Revenue	Customers used DexterPay, resulting in 23% of revenue. This was a steady increase of 20% in January to 26% in December indicating more growth in the future.
713 Customers	With email addresses, activity logs, phone numbers, and mailing addresses to help market your business.
42% Used PLUS Cycles	DexterPay customers were 2X more likely to use PLUS cycles than coin customers (42% vs. 20%).

$3,272 Additional PLUS Cycle Revenue

In this case, the added revenue from DexterPay PLUS cycles basically <u>covered the cost of DexterPay fees.</u>

Total PLUS Cycle Revenue	$5,842
From Coin	$2,570
From DexterPay	$3,272
DexterPay Fees from Washers	$3,697

$2,219 Convenience Fee Revenue	DexterPay allows owners to charge a convenience fee for use of the app. This represents a $0.50 fee, but owners can select up to $5.00.
53% of Large Equipment Cycles	DexterPay makes it more convenient to pay for large equipment, where you make more money.

[1] Data from 2020 based on a real location with 31 washers and 30 dryer pockets with between $200,000 - $250,000 total revenue.