

How **Jetz Service Co** used PayRange to enable mobile payments & save 40% on internal labor costs

INTRODUCTION

Jetz' senior management and sales staff started discussing mobile payment technology in mid 2016 as awareness of the technology continued to gain momentum in the laundry marketplace. Moving large or all portions of the payment streams to digital was a strategy that most in the industry sought to deliver.

However, it had traditionally been capital intensive and operationally challenging.

At this same time, Chris Sommers, President of Jetz, remembered seeing a full-page ad some weeks earlier about PayRange. Chris reached out and within a few weeks a senior team from PayRange traveled to Topeka to introduce PayRange to Jetz management.

Four successful years later, Jetz has committed to providing PayRange mobile payment acceptance across its entire fleet of compatible machines.

ABOUT JETZ SERVICE CO

Founded in 1966 in Topeka, Kansas, Jetz Service Co. provides laundry service and equipment to apartment communities, colleges and universities, retirement communities, hotels/motels, trucking plazas, campgrounds, dry cleaners and laundromats on a lease or sale basis.

Jetz serves 18 states throughout the Midwest with a network of 12 branch offices.



PARTNERSHIP WITH PAYRANGE



REDUCING OPERATIONAL COSTS AND COMPLEXITY

Using PayRange, Jetz was able to deploy mobile payment to most of their machines while avoiding significant capital costs or investment in training.

Installation could be done by almost anyone, since the technical aspects are simple. This included field technicians and back office staff. Additionally, they saved 40% of the internal labor costs that were previously required for coin counting, allowing them to assign that time to other critical operational tasks. Ultimately, this resulted in labor savings in overtime and temporary labor costs.

Lastly, with PayRange, it is significantly easier for Jetz to monitor machine health and revenue on a virtually live basis at the machine level. This real-time visibility has enabled significant reductions in machine downtime.



CUSTOMER SATISFACTION

“We continually have apartment owners/managers calling Jetz to ask when their machines can be upgraded to accept mobile payment. They have seen or heard about the technology and they realize how it is the functionality their property needs.

It is something the end user is asking for and the owners/managers realize how the functionality will result in higher tenant satisfaction and fewer complaints regarding amenities at the property.

Offering mobile pay technology through PayRange has allowed us to win significant amounts of new business”

Scott Schenk
CFO at Jetz Service Co., Inc.

“PayRange sells itself”



CONNECTING WITH USERS

Prior to PayRange Jetz did not have a platform to reach end users whether it be for marketing campaigns, promotions, loyalty programs or instant/effortless refunds.

When customers had issues, they had to troubleshoot and research to determine if the customer was entitled to the refund.

Due to inherent difficulties in the systems, many illegitimate refunds were given. After implementing PayRange, Jetz is now able to quickly and easily validate user issues and instantly issue refunds.



SHIFTING USER BEHAVIOR

Jetz has run several marketing campaigns using PayRange. They knew definitively that Sundays were by far the heaviest laundry usage days, followed by Saturdays as the next busiest days.

The first promotion they ran was designed to see if they could impact those usage patterns to relieve the burden on their laundry rooms during those busy weekend times. They offered \$0.25 off all laundry cycles on Tuesdays and Thursdays for a six week period.

During the promotion, PayRange revenue increased on Tuesdays by an average 16% as compared to Tuesdays pre-promotion, and revenue increased on Thursdays by an average of 12% as compared to Thursdays pre-promotion.

PANDEMIC RESPONSE

Newly armed with a way to reach their end users, Jetz wanted to do something to assist consumers in what has turned out to be one of the most challenging economic times since the Great Depression. They used PayRange to offer \$0.25 off all laundry cycles on weekdays.

“We wanted to offer the discount, but as well, create more available free time on the weekends for non PayRange users. Obviously, we hoped the presence of the promotion would drive new user sign up as well,” stated Scott Schenk, Chief Financial Officer of Jetz. “In the current COVID-19 climate, without PayRange on so many of our machines, we’d be losing revenue and facing unhappy customers.



We’re also able to engage with our end users directly, offering them discounts, letting them know that we’re there for them during this national crisis where clean laundry is a public health issue. Getting our entire operation equipped with PayRange where possible is a top priority.

Many card customers are also transitioning to PayRange now that building management offices, where most card kiosks are located, are closed.”

Even with the promotion, which resulted in an average discount to pricing of 4.5%, Jetz saw a revenue lift of 2% during the promotion period. “So not only did we offer consumers pricing relief in these challenging economic times, we also increased total machine usage by way of mobile technology, through new users as well as additional spending,” added Scott.

