



 **I-TRACE®**

BEST PRACTICES USING I-TRACE

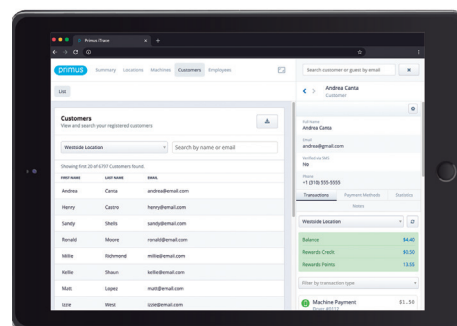
primus®

GET AHEAD IN LAUNDRY 

TOP 5 BENEFITS FOR OWNERS: WHAT'S IN FOR YOU?

The Primus app can increase customer satisfaction.

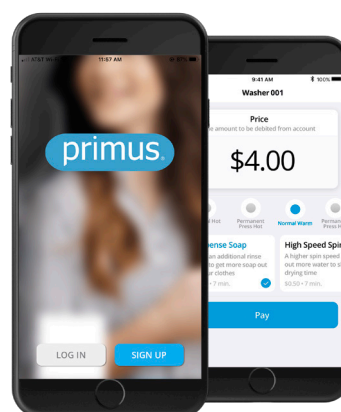
1. Make smarter business decisions using customer data
2. Earn more revenue per customer: Customers spend an average of 20% more when paying by credit card and up to 50% more when paying by mobile wallet vs. cash
3. Help retain more customers
4. Generate higher float amounts
5. Reduce the risk of theft and offer a safer environment for your employees and customers with less cash on site



TOP 5 BENEFITS FOR CUSTOMERS: WHAT'S IN FOR YOUR LAUNDRY USERS?

Why should customers use the Primus® app?

1. Get notified when laundry is complete
2. Earn rewards toward future laundromat visits
3. Check machine availability (if the owner has this feature turned on)
4. Access to 24/7 tech chat support
5. It makes the hassle of laundry easy!



TOP 5 REPORTS TO MONITOR YOUR LAUNDRY IN NO-TIME

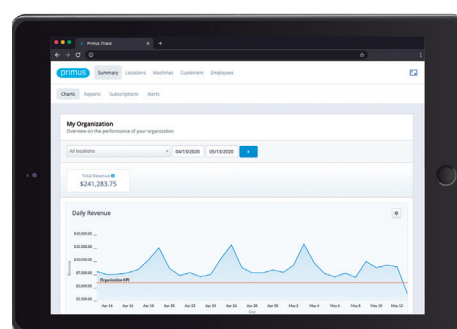
Save time with at-a-glance reports on the owner portal or subscribe to receive the reports you want straight into your email. Set alerts to notify you of potential problems. Keep a close eye on your business.

1. Location and Revenue

Tracks key business performance metrics in an easy to read graphical format summary of the business. Total cycles, revenue, and detailed graphs by machine type.

2. Audit Detailed Vending

Provides a detailed breakdown of payment by coin, pulse, card and mobile of each machine for a given period.



3. Audit Security and Error History Report

Provides visibility to Access Panel opens, Rapid Advance cycles, Coin Vault opens and Break-in Alarms by machine. Displays the errors by machine (type, cycle, date, etc)

4. Machine Drain / Fill Time

The reports detail the 10 last drain and fill times by machine. Key information to practice proactive maintenance.

5. Audit Special Vend

Track ROI on marketing campaigns for special vend programming.

Name	Amount Deposited	Value Added	Amount Withdrawn	Amount Returned	Amount Collected
My Organization	\$16,865.00	\$12,488.40	\$1,480.00	\$0.00	\$30,263.40
April	\$10,000.00	\$7,241.55	\$1,010.00	\$0.00	\$17,241.55
Week 1	\$3,347.00	\$2,491.55	\$315.00	\$0.00	\$5,523.55
Monday	\$942.00	\$698.00	\$70.00	\$0.00	\$1,569.00
customer@gmail.com	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
customer@gmail.com	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
customer@gmail.com	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

TOP 5 ALERTS TO MINIMIZE MAINTENANCE AND REPAIR

1. Coin Vault Openings

Notifies when a coin vault is opened and notifies too when in the unfortunate event of theft, arming them with knowledge to handle the situation/notify authorities. Keeps track of coin collection schedule.

2. Door Lock Error

Notifies when a customer is having issues either with the door locking before cycle start or unlocking after completion. Gives them a chance to dispatch a service tech to cycle the power on the equipment to address the issue.

3. Water Leak Error

Notifies when a water leak occurs. In the unlikely event of a water leak, can react quickly to address it and prevent damage.

4. Fill Error

Notifies when a washer-extractor fails to reach the programmed water level.

5. Heater Error

Alerts when the tumble dryer pocket does not reach the programmed heat temperature. Can schedule service to replace heater circuit components .



TOP 5 BEST PRACTICES TO ENGAGE WITH YOUR USERS IN THE APP AND INCREASE YOUR AVERAGE TICKET

1. Deposit Rewards Program

The deposit rewards program helps incentivize customers to download the mobile app to their phone by offering them bonus money when they load their mobile wallets.e.

2. Usage Rewards Program

Usage Rewards Programs help “gamify” the laundry experience and promote customer loyalty to your store. You can offer point(s) for the amount spent on a washer/dryer, time of day, or type of machine used.

3. Store Signage

Make sure to utilize the in-store app payment signage provided by Primus to catch your customer’s attention and encourage them to utilize the app.

4. Employee Training

For attended stores, your employees are a great asset to help promote the system. Make sure attendants are fully trained on the features and benefits of the mobile app and can show customers how to add value to their mobile wallets, start a machine, deposit money through the Value Center (if applicable).

5. Events

A great way to help drive immediate app adoption is to host an event at your store, which both educates customers on the app payment system and rewards them for downloading the app.

