

SPEED QUEEN® INSIGHTS

# Technology Suite

- Owner Dashboard
- Customer App
- Customer Relationship Management (CRM)
- Payment Center
- Integrated POS



A row of Speed Queen commercial laundry machines in a laundromat setting. The machines are arranged in two rows, with the top row having larger doors and the bottom row having smaller doors. The background features a wall with red and white triangular patterns.

SPEED QUEEN® INSIGHTS

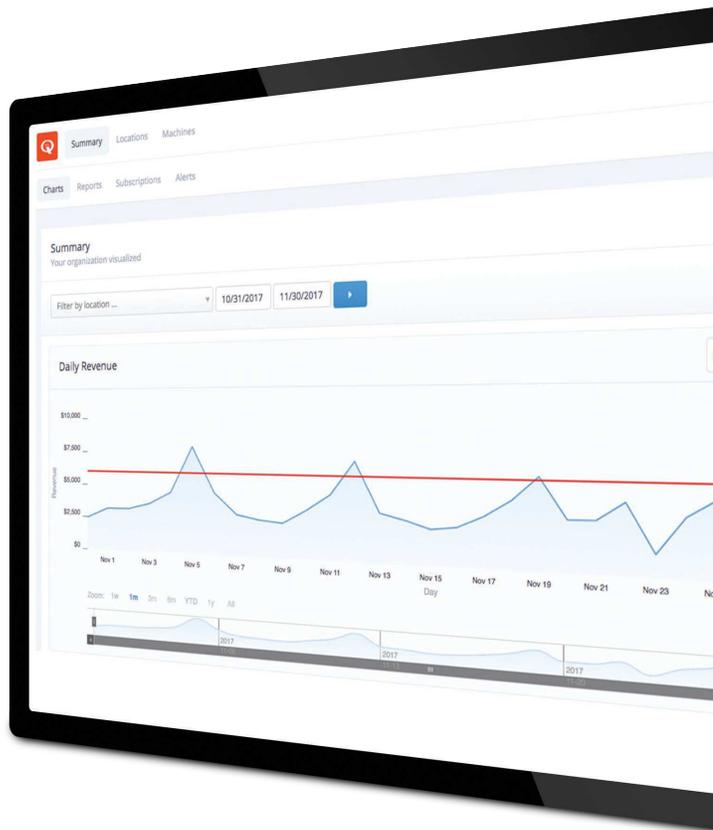
# Grow Beyond

Business made easy with Speed Queen®

The Speed Queen® Insights Technology Suite changes the way you'll run your laundry business. Access all of your business data—financial, operational, customer, service, machine and maintenance—in a single 360-degree view, enabling you to make informed business decisions and grow beyond what you previously thought possible.

Use the consolidated reporting from Speed Queen Insights for meaningful data to help drive your business forward and grow your revenue. Offer the most seamless customer experience possible with the Speed Queen mobile payment app. Elevate your marketing to a whole new level with CRM technology.

It's the easiest, most comprehensive laundry management platform ever.



**Speed Queen Insights is available in tiered packages that can be easily expanded as your business grows.**

NETWORKING	PAYMENT	PAYMENT PLUS CRM
<p style="text-align: center;">INCLUDES</p> <ul style="list-style-type: none"> <li>✓ Cloud-based Revenue, Reports &amp; Alerts</li> <li>✓ Remote Machine Monitoring</li> <li>✓ Control &amp; Programming through Owner Dashboard</li> <li>✓ Payment through Speed Queen App</li> <li>✓ Hardware Coverage for Network Boards &amp; Gateways (with active agreement)</li> <li>✓ Customer Relationship Management (CRM) Marketing Module</li> </ul>	<p style="text-align: center;">INCLUDES</p> <ul style="list-style-type: none"> <li>✓ Cloud-based Revenue, Reports &amp; Alerts</li> <li>✓ Remote Machine Monitoring</li> <li>✓ Control &amp; Programming through Owner Dashboard</li> <li>✓ Payment through Speed Queen App</li> <li>✓ Hardware Coverage for Network Boards &amp; Gateways (with active agreement)</li> <li>✓ Customer Relationship Management (CRM) Marketing Module</li> </ul>	<p style="text-align: center;">INCLUDES</p> <ul style="list-style-type: none"> <li>✓ Cloud-based Revenue, Reports &amp; Alerts</li> <li>✓ Remote Machine Monitoring</li> <li>✓ Control &amp; Programming through Owner Dashboard</li> <li>✓ Payment through Speed Queen App</li> <li>✓ Hardware Coverage for Network Boards &amp; Gateways (with active agreement)</li> <li>✓ Customer Relationship Management (CRM) Marketing Module</li> </ul>

SPEED QUEEN® INSIGHTS

# Owner Dashboard

Running your business has never been simpler.

The Owner Dashboard is the core of the Speed Queen Insights platform and can be easily expanded as your business grows. Choose from the machine Networking option for core laundromat operations, add the Payment and CRM marketing solutions for a more convenient and engaging customer experience.

Great for customers.  
Even better for business.

The Owner Dashboard runs on a browser from your laptop or mobile device. Use Speed Queen Insights to access key information remotely.



#### Multiple payment options

Less coin collecting saves time and hassle, letting you focus on running your business.



#### Integrated management platform

Streamline your business with machine, location and customer data in one place.



#### Centralized refunds

Issue refunds directly to an online wallet for improved service and efficiency.



#### Error alert tracking and notifications

Keep tabs on your machines from anywhere with customizable error tracking and notifications.



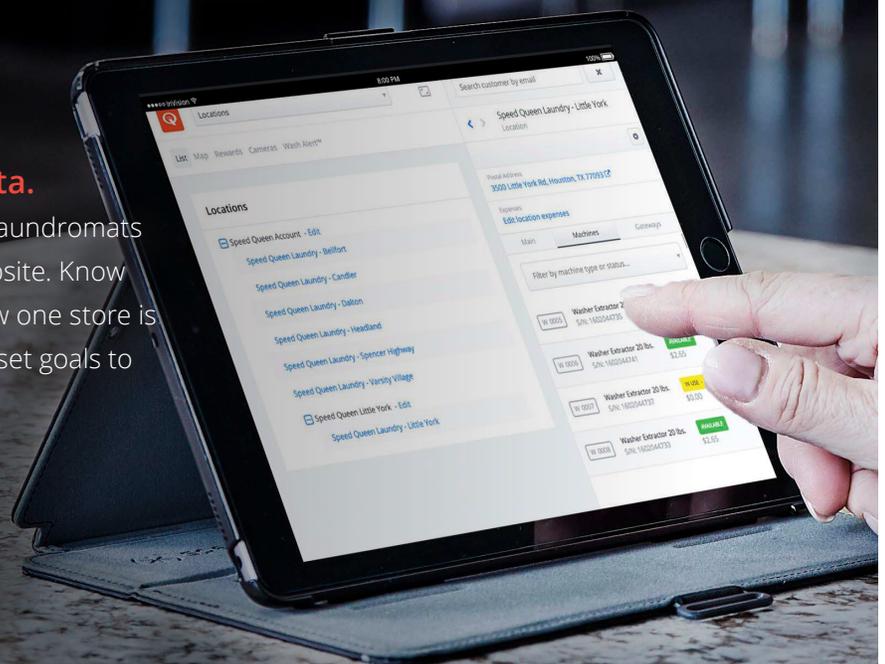
#### Advanced reporting and analytics

Track revenue, customer visits, loyalty points, stored value and more.

## Make better decisions with better data.

Speed Queen® Insights lets you run all of your laundromats from anywhere—all from a simple, intuitive website. Know which machines are busiest, and when. See how one store is doing compared to another. Adjust pricing and set goals to maximize profits.

It's all there. In one place. In your control.



## Get up and running in no time.

Speed Queen Insights' single-site solution gives you the tools to manage all of your laundromats more efficiently and profitably. A fast installation and easy-to-learn dashboard let you begin making better decisions for your business with little to no downtime. Plus, you get the peace of mind that comes with knowing it's backed by industry-leading customer support. There's never been an easier, more powerful, more efficient way to manage your laundry business. Monitor and control machines, send remote machine programs, and get alerted when there are issues. It's all there in one place.

## The future is built in.

With Speed Queen Insights, what you invest in today will keep getting better. Its expandable platform sets the foundation for all future upgrades. Whatever the future brings, you'll already have the technology you need to grow your business.

## One revolutionary experience.

Core Speed Queen Insights features include:



### Simple interface

Easily track and optimize financial performance.



### Future-proof foundation

Upgrade and add new features quickly and seamlessly.



### Mobility

Control your laundromats from anywhere.



### Business integration

Single-source data and analytics for all machines and laundromats.



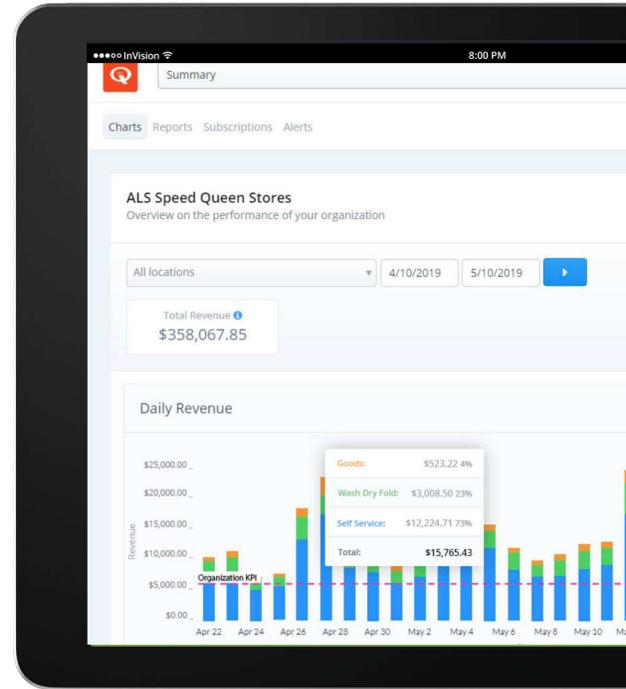
### Fast, easy installation

No drilling of front panels or wiring needed.



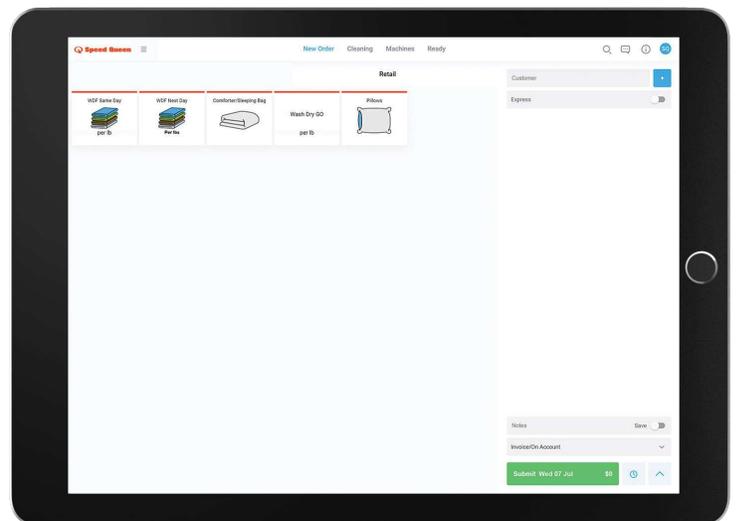
### Peace of mind

24/7 support from the world leader in vended laundry solutions.



## Seamless sales data integration

Easily see all your sales data in one central place. We've partnered with CleanCloud® to offer payment software, which allows all point-of-sale data to flow into your Speed Queen Insights Owner Dashboard. All data in one place makes laundromat management easy.



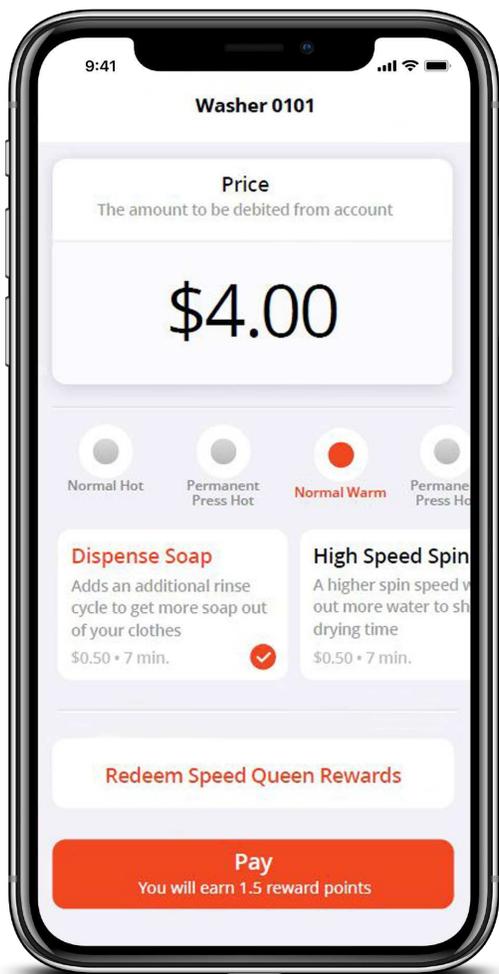
Disclaimer: Images shown for illustration purposes only. Actual screens may differ slightly.

# Customer App

Laundry for today's lifestyle.

**Mobile payment transforms customer relationships.**

Your customers expect more from a modern retail experience. More versatility. More convenience. Speed Queen® Insights lets you meet—and exceed—their expectations with the easy-to-use Speed Queen app and Speed Queen Rewards. Thank them for their business with the opportunity to earn points-based rewards, and they'll thank you with increased store loyalty.



Easy. Convenient.  
Rewarding.

**Make customers for life.**

Doing laundry is effortless with the Speed Queen® app. A clean design, intuitive functionality and flexible payment options give your customers the convenience they want at the touch of a button with the ability to pay with the one thing they never leave home without—their smartphone.

**94%**

**of consumers**

Would use mobile wallets if they could earn loyalty rewards.

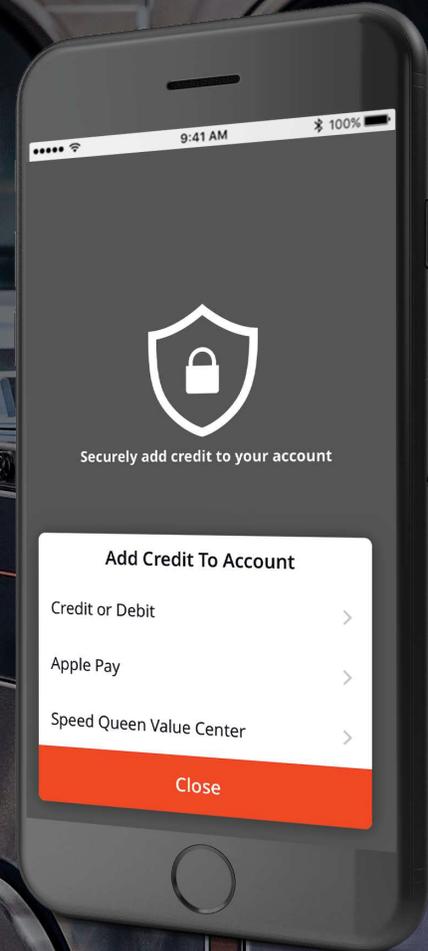
Source: Points, Spring/Summer 2016

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# Provide a better customer experience.

On-the-go convenience with access to rewards points, as well as cycle status and cycle complete notifications, increase customer satisfaction.

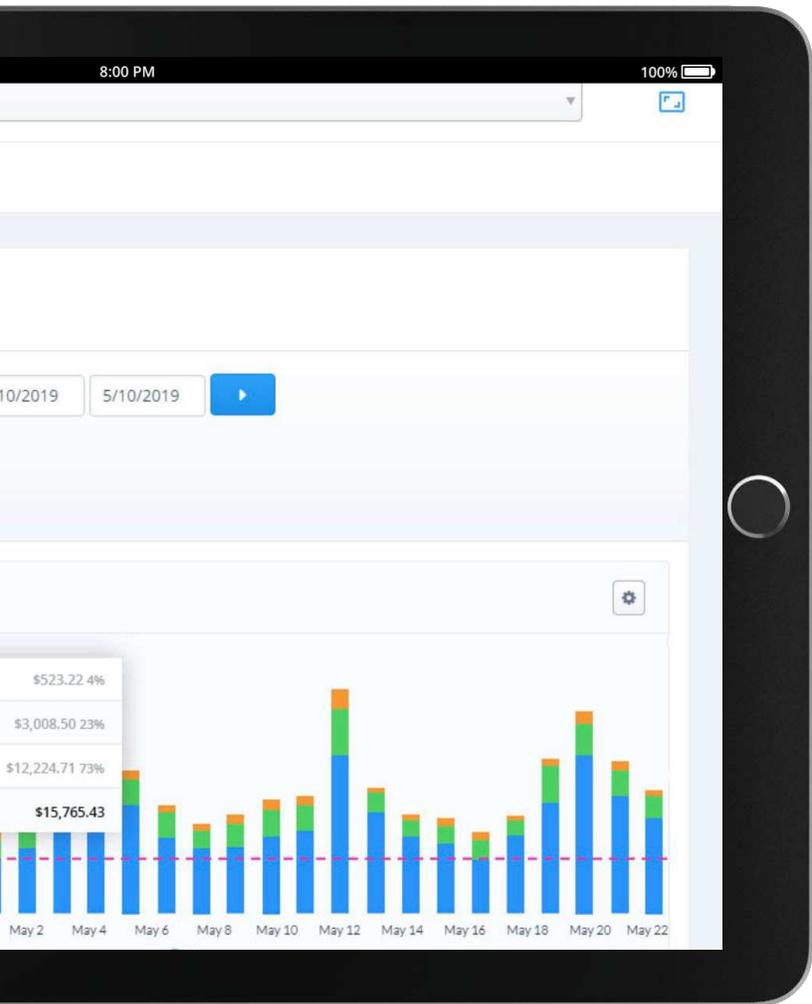
- ✓ Customers can earn rewards by accumulating points.
- ✓ Customers have multiple payment options, including:
  - All major credit and debit cards
  - Apple Pay®
  - Cash (through the Speed Queen Value Center)
  - And, as always, they can still pay with coin or laundry card.
- ✓ Clean, simple and easy-to-use, the app is available in multiple languages and makes laundry day easy.
- ✓ The secure online wallet gives customers confidence their data is safe and protected.



# Customer Relationship Management (CRM)

Personalized connection. Powerful engagement.

The Speed Queen Customer Relationship Management (CRM) system allows owners to fast track their marketing with existing customers, acquire new customers and leverage customer analytics found in Speed Queen Insights to drive more revenue. Create campaigns via text, email or in-app messages to drive customer behavior. Track campaigns, monitor success rates, and build campaigns that work. Speed Queen CRM makes it easy to grow your business and increase your revenue, all from the Speed Queen Insights platform.



One source of data.  
Fully integrated campaigns.

- Easily filter and target customers based on deep system analytics. Segment by:
  - Type of customer (Self-Service or WDF)
  - Time since last visit
  - Machine capacity used
  - Average spend for self-service, WDF or goods purchased
  - What day of the week they visit
- Export customer analytics for further business analysis or create a marketing campaign with those filters to promote your business.
- Create a campaign to run one time or set it to repeat to reach new customers each month. Offer promotions via:
  - Reward points
  - Percent off incentives
  - Flat rate discounts
- Automate marketing campaigns across one location or many—seamlessly.
- Track the success of each campaign, including redemption rate, to calculate a campaign's ROI and optimize future marketing offers.

# Use the Speed Queen CRM to:



Offer new customer acquisition incentives through promo codes and app signup bonuses



Reengage lost customers or encourage repeat visits



Encourage self-service customers to use wash dry fold services



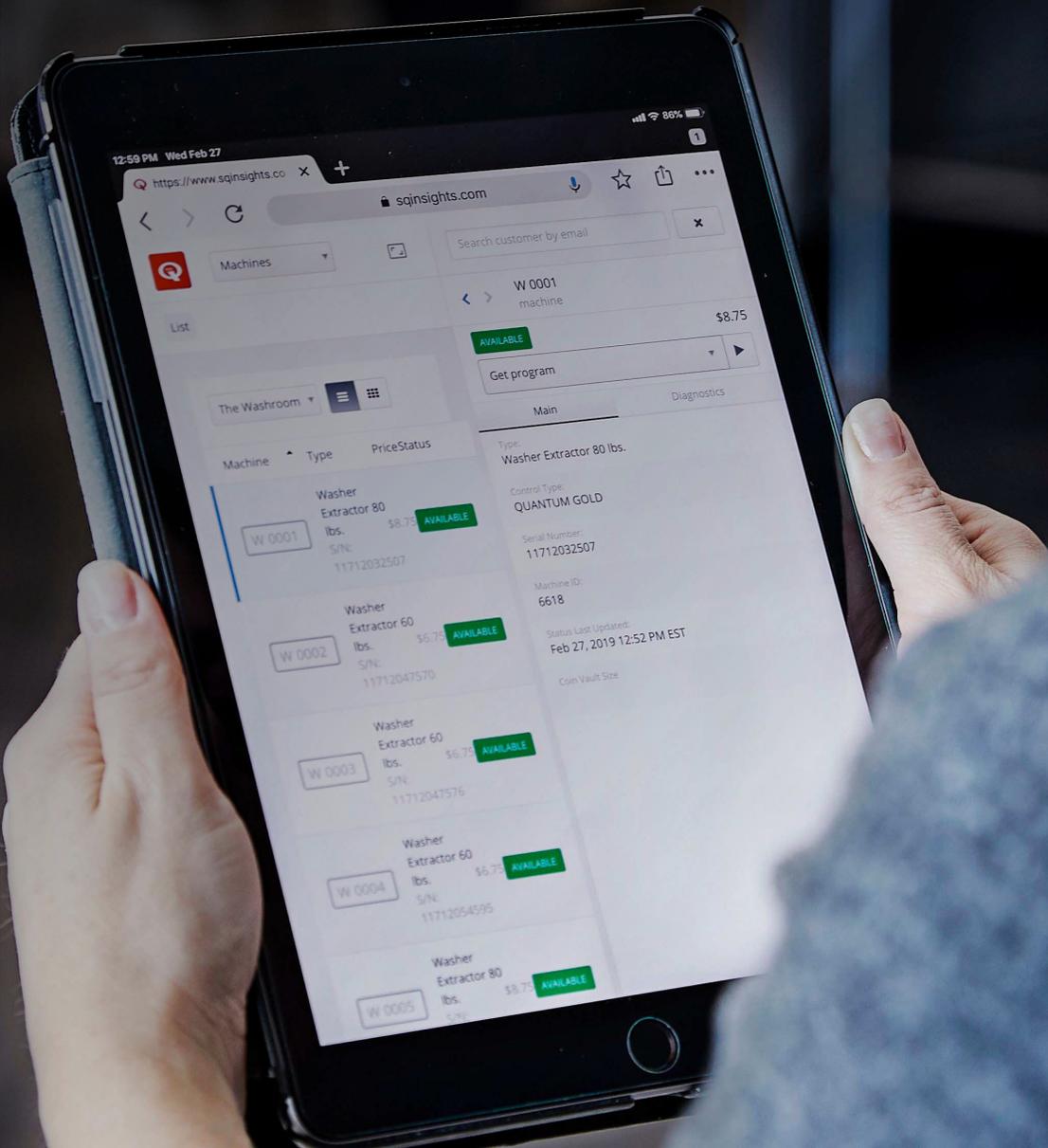
Remind customers of reward programs or special events



Create loyalty and increase customer engagement



Run customer contests or ask for referrals





# Payment Center

Multiple Ways to Pay. One Easy-to-Use System.

Your customers look for convenience on laundry day. With the Speed Queen Payment Center, they get all the payment conveniences without needing a smartphone or downloading the mobile app. They just need to create an account and start paying.

The payment center gives payment flexibility to your customers, making laundry day easy. And that means more revenue for you.

Now that's a smart investment.

## A Customer Experience to Keep Them Coming Back

The Speed Queen Payment Center provides your customers with a seamless payment experience. This new payment system gives them several payment options:



Cash



Stored Value Card



Credit Card



Mobile Wallet



Speed Queen App



EBT (when registered as an approved EBT vendor)

## Enhance the Customer Experience

To use the Payment Center, customers select the machines they want to use, choose their cycles - and cycle modifiers - and then select their payment method.

The Payment Center is easy to use and even allows customers to change the language displayed for a more intuitive experience.

### No Smartphone Needed

Your customers look for convenience on laundry day. With the Speed Queen Payment Center, customers can enjoy the same payment convenience of the Speed Queen app without downloading a mobile app.

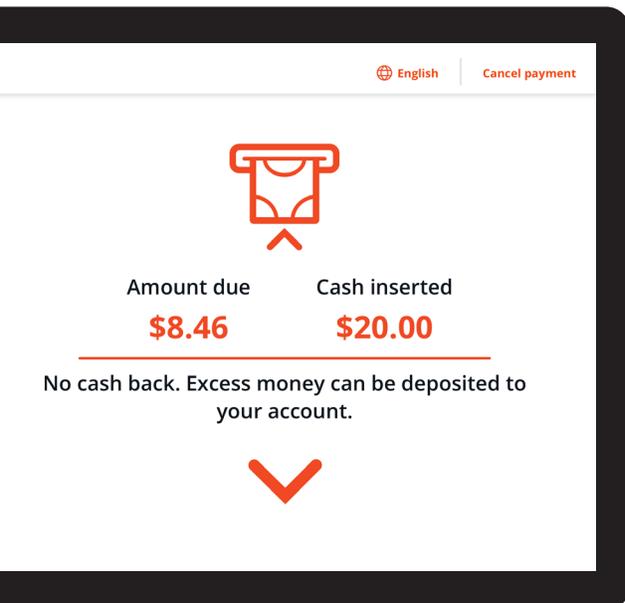
### Create an Account and Earn Rewards

Speed Queen App customers already have the opportunity to create an account and participate in a rewards program. Now, any payment center customer can create an account and earn rewards. The more who participate, the greater your store loyalty.



**Welcome!**

**Touch the screen to start**



### Boost Revenue with Machine Upsells.

The Payment Center integrates seamlessly with all Speed Queen machine programming, including cycle modifiers, through Speed Queen Insights, allowing you to maximize your ROI.

### Get Data to Make Smart Business Decisions.

All Payment Center data, like how customers are paying and how much they spend is all displayed within the Speed Queen Insights dashboard for fully integrated reporting.

### Easy Installation and Minimal Hardware Required

The Payment Center communicates with your machines wirelessly through the Speed Queen Insights cloud and requires only the existing Speed Queen Insights network setup to work. Unlike traditional payment kiosks, the Payment Center does not require card readers on the front of machines. This reduces your initial investment cost, installation time and ongoing maintenance costs.

**Provide the best laundry day ever for your customers with the Speed Queen Payment Center.**



Running your business has never been simpler with  
**Speed Queen<sup>®</sup> Insights.**

For more information, contact your local Speed Queen distributor  
or visit [speedqueencommercial.com/insights](https://speedqueencommercial.com/insights).