automatic laundry

superior service solutions
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CASE STUDY

Bowdoin College

CLIENT OVERVIEW

Bowdoin is a private institution founded in 1794, with a total undergraduate enrollment of approximately 1,900 students in Brunswick, Maine. Bowdoin is a founding member of the New England Small College Athletic Conference (NESCAC).

PROJECT QUICK FACTS

- Equipment upgrades
- Laundry Connect monitoring system
- Minimal campus interruption

WASHERS INSTALLED

Speed Queen Quantum®

DRYERS INSTALLED

Speed Queen Quantum®

RESULTS

Over 85% of service issues resolved remotely within minutes

LAUNDRY CONNECT PROMOTES SUSTAINABILITY ON BOWDOIN CAMPUS

Bowdoin was looking for an opportunity to improve service response and communication with their campus laundry program. They reached out to Automatic Laundry to explore potential solutions. Automatic Laundry's Regional Vice President of Sales, George McCrillis, met with Bowdoin to review the school's needs. They were particularly interested in eliminating their current online laundry payment system and migrating to "free" laundry. In addition, they wanted to reduce service response times and capture potential sustainability opportunities on campus.

In June 2023, Automatic Laundry completed the installation of 206 new Speed Queen washers and dryers integrated with Automatic's exclusive LaundryConnect™ monitoring system. Through LaundryConnect™, Automatic Laundry can remotely resolve most service issues 24/7, often within 30 minutes. The system proactively transmits service alerts directly from the machines to Automatic's office, ensuring that issues are addressed promptly, sometimes even before students become aware of them. This innovative technology also allows students to conveniently check the availability of machines in each laundry room from their mobile devices. Furthermore, students can opt to receive email or text notifications when their laundry cycle is finished, optimizing their time management and the laundry room efficiency. The washers and dryers, now configured for "free play," were installed in 26 campus laundry rooms in just three and a half days, surpassing the initial schedule by a full day.

Automatic Laundry's exclusive Laundry Connect monitoring system allows students to see which machines are available for use in each laundry room from their phones. Laundry Connect also sends service alerts directly from the machines to Automatic's office, often before any student is even aware of an issue.

The Bowdoin College Challenge

Bowdoin was seeking a transition from a long-time vendor without causing a major disruption on campus. The school also wanted to change from pay-per-use at the machine to free laundry campus-wide.

Why Bowdoin Chose ALS

Bowdoin chose Automatic Laundry because the technology solution presented addressed two of their biggest concerns: service response times and creating a more sustainable campus. Since Bowdoin had a previous relationship with Automatic Laundry's salesperson, they trusted what was being offered.

How ALS Responded

All new machines were delivered and installed ahead of schedule, establishing a good rapport and working relationship with the Facilities Management team at Bowdoin.

> Keisha Payson, Bowdoin's laundry contract administrator and Director of Sustainability, is very pleased with how Automatic Laundry has provided a better experience for the students and fewer problems for Bowdoin's staff. She is also happy with the reporting feature that Laundry Connect has provided. Every service call is documented, including the time the call came in and when it was resolved. Additionally, the number of cycles for each individual machine is accessible.

The Results

The initial year has proven to be quite successful for Bowdoin students, the Administration, and Automatic Laundry. The real-time communication between the machines and the students as well as the vendor has been fast and efficient, resulting in the resolution of over 85% of service issues within minutes. Throughout the academic calendar, running from September 2023 to May 2024, the Speed Queen washers and dryers signaled 232 service alerts, leading to only 32 visits to campus by Automatic's service technicians. Most of the issues were addressed remotely within minutes of receiving the alerts. This progress significantly contributes to Bowdoin's sustainability objectives: 200 service alerts resolved promptly without requiring an Automatic service van to visit the campus. Furthermore, we have gained valuable insights into the usage patterns of the washers and dryers. It is worth noting that 65% of the wash cycles chosen by Bowdoin students were cold water, reflecting a commitment to sustainability.

TOP 3 SERVICE ALERTS

- Drum Rotation Error (48%)
- Inverter Error (19%)
- Water Flow Error (18%)

Over 85% of these issues were resolved remotely through Laundry Connect.

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ENERGY STAR