



How Krisafi Helped a New Jersey Laundromat Brand Attract More Footfall with AI-Driven Pricing Insights

In the highly competitive world of neighborhood laundromats, every dollar and every footstep counts. A leading laundromat chain in New Jersey, with multiple locations across residential areas, was struggling to find the right pricing sweet spot. Despite a loyal customer base, footfall had plateaued, and discount offers weren't driving the expected traction.

That's when the brand turned to Krisafi Consulting — an AI-powered market research firm — to uncover hidden insights and redefine its pricing and promotional strategy.

The Krisafi Solution

Using its proprietary AI engine, Krisafi deployed a multi-layered research model that analyzed:

- Local competitor pricing across 50+ laundromats in northern and central New Jersey
- Consumer sentiment data from Google reviews, Yelp, and social media mentions
- Seasonal usage trends based on weather, local events, and demographic habits
- Price elasticity simulations using real-time behavioral models

Key Findings

- Customers in suburban areas valued convenience and cleanliness more than deep discounts
- The brand's base wash-and-fold service was overpriced by 12% compared to competitors within a 3-mile radius
- Offers like '20% off on weekends' were less effective than "Free Dry Wednesday"-style promotions
- Many potential customers cited unclear pricing and rigid package structures as deterrents



Strategic Actions Taken

- Introduced dynamic pricing tiers: regular, family-size, and express service bundles
- Launched weekday incentives tied to low-traffic hours (e.g., free drying on Tuesdays, early-bird discounts)
- Redesigned in-store signage and website to clearly communicate value and pricing
- Optimized promotional budget by targeting hyperlocal ZIP codes with higher conversion potential

Results Within 60 Days

- 28% increase in footfall across 4 pilot locations
- 15% boost in revenue per customer due to bundle uptake
- Increased customer satisfaction and repeat visits, with better offer visibility
- New data-driven templates now used for future expansion and seasonal planning

Krisafi transformed guesswork into growth. Through real-time pricing intelligence and consumer behavior mapping, the laundromat chain unlocked the kind of local traction that traditional promotions failed to achieve.