

CASE STUDY

HOW O2 REDUCED LAUNDRY COSTS 40% WITH HAMPR



OVERVIEW

O2, a large fitness center, opened its second location in Dallas, TX, seeking an efficient laundry system. By partnering with hampr, an on-demand laundry service, O2 successfully opened while reducing laundry costs, saving time, and enhancing guest satisfaction.



THE CHALLENGES

O2 was preparing to open the new location and needed to consider:

- **High Volume:** O2 expected to process around 850 laundry loads in a single quarter.
- **Labor-Intensive:** Estimated at 2 hours per load, this meant 1,700 hours of labor, taking valuable time away from other essential tasks.
- **Quality Issues:** O2's focus on wellness requires an excellent customer experience in all aspects. There was no room for inconsistent service quality.
- **Confusing Costs:** Other providers have extra, confusing fees, making it hard to forecast how much they'll actually be charged for each load.



WHY O2 CHOSE HAMPR

O2 needed more than a traditional laundry service; it sought a partner to address several issues:

- **Consistent Linen Quality:** hampr ensured fresh linens through rigorous cleaning standards.
- **Adaptability:** hampr adjusted to varying usage without rigid contracts, supporting O2's growth from 3x to 7x weekly orders.
- **Transparency:** Regular updates from hampr offered clear visibility into operations.
- **Growth-Ready:** hampr scaled its services to meet O2's increasing demand without sacrificing quality.

RESULT (3 MONTH PERIOD)

Time Savings

1,722 hours saved: Equivalent to 215 eight-hour workdays, enabling staff to focus on higher-value tasks, such as guest relations.

Cost Savings

- Estimated In-House Cost: **\$22,360** (based on minimum wage of \$13/hour)
- hampr Billing: **\$13,647**
- Savings: **\$8,713 (40% reduction)**

Quality and Reliability Enhancements

- **Improved workflow:** Recurring orders with dedicated washers ensured that O2 never had to worry about the linens or towels again.
- **Dedicated commercial account support:** hampr's commercial account representative provided proactive assistance, addressing any concerns before they could escalate.



CONCLUSION

Hampr addressed fluctuating demand and quality control challenges, reducing costs and saving time while enhancing the guest experience at O2. This case study highlights Hampr's capacity to provide a scalable, high-quality, and efficient laundry service for wellness businesses, establishing a new industry standard.

