

# Bayview laundromat cleans up in customer service

BY JASON SCHULTZ  
Mail Reporter

By popular vote, Rochesterians have said Bayview Dry Cleaners and Laundry is the place to air out their dirty laundry.

The store, located at 1183 Bay Road across from Wegmans plaza, was once again honored with the Rochester Choice Award for the area's best laundromat, making it the third straight year Bayview Cleaners has been so honored.

Owners Frances Salgado-Givens and Tommy Givens of Irondequoit said this recognition is the result of unfailing customers service and a tireless eye on detail.

Said Givens, "Our goal is to focus on quality, and individualize that quality focus, depending on the customer. Some customers value time, some price and others quality. Whatever their values, we strive to offer something for everyone."

For the time-conscious, Givens said the store offers a wash-dry-fold service that promises four-minute turnaround. "Two minutes to drop-off, and two pick-up," Givens explained. A computerized check-out service and drive-up window promise to speed up turnaround times for busy executives and harried soccer moms alike, whom Givens said often take advantage of their VIP Express Service to cut wait times to a minimum.

Those looking for value also find a reason to keep coming back, as Bayview offers a variety of coupons, specials and everyday competitive prices.

Quality is another aspect that is focused on, as the store prides itself on offering all the cleaning services of any laundromat or dry cleaner in the Rochester area.

"We always tell our customers, if it can be cleaned, we have the tools and expertise to clean it," said Givens.

That aspect of quality extends to the atmosphere of the store itself, which foregoes the industrial, spare arrangement of typical laundromats for a more

home style look and level of service. Amenities include free coffee and tea, a big-screen TV, free wireless Internet access and comfortable seating, such as a rocking chair Givens said is a customer favorite.

"I saw this chair in a store one day, and knew it would be perfect for the store," Givens said. "Sure enough, when I arrive back here, I don't even have time to put it down before someone literally took it out of my hands, and it's been a fixture here every since."

Lloyd Allred, who said he has been coming to Bayview for five years, said the laundromat is a big improvement over his previous cleaners, which he described as dirty and dingy by comparison.

"This is a nice, comfortable place to come do your laundry; the floors are clean, the machines are cleaned, the bathroom is spotless," said Allred, who added that though he lives in the city, he bypasses many laundromats to come to Bayview, a phenomenon Givens said was not uncommon.

Said Givens "We've found that the average radius for a laundromat is about three miles, but we know that quite a few of our customers come from significantly farther, some as far as Greece and Lyons, which is 25 miles away, which speaks I think to the customer loyalty we've cultivated."

The two owners said this attention to customer service was the result of learning from previous owner Tom McKeown, who advised the couple on ways to improve their business model after they purchased the business from him five years ago.

Salgado-Givens said McKeown had built a very loyal following over the years, and they were intent on not only keeping old customers, but attracting new ones.

"In a business like this, customer service is what separates those who are successful from those who aren't," she said. "When it's a question of customer service, we always stand on the side of



Jason Schultz / Herald photo

**CO-OWNER FRANCES SALGADO-GIVENS** behind the counter at her award-winning laundromat and dry cleaning business.

the customer."

Based on their research on the industry, the pair said they are always researching new ways to make what is usually a chore into a pleasant experience, whether it is doing a dozen loads of laundry for the family, or picking up one article of dry cleaning.

"Our philosophy is to cultivate customers for life," explained Givens. "We look at complaints as an opportunity to impress, we're always researching our customers base to see what they need and we try to always go the extra mile to make people happy."

