

New C-Store Study by Washie Reveals Significant Boost in Customer Satisfaction and Loyalty Through Restroom Innovation

RIVERTON, UT, UNITED STATES, October 9, 2024 /EINPresswire.com/ -- [Washie](#), a leader in public restroom hygiene innovation, has released the results of a comprehensive study to understand how modern restroom solutions can impact customer satisfaction, loyalty, and overall experience. The study reveals that clean, innovative restrooms are not only valued by customers but have a direct influence on their decision to return.



Washie

The study, which surveyed over 1,000 customers inside restroom stalls using a QR code and a 5-question survey, revealed that restroom cleanliness is more than just a nice-to-have; it's a deciding factor for consumers. Three C-store brands participated in the survey, and an overwhelming 93% of respondents said that restroom cleanliness is critical to their experience. This indicates that for many consumers, the condition of public restrooms directly influences their perception of the business and whether they will choose to return.

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Rob Poleki, Founder, Washie

In today's public spaces, many customers are moving away from traditional solutions like paper seat covers, which they perceive as ineffective or inconvenient. The study found that 91.1% of respondents preferred a more modern solution. This highlights a growing trend: consumers want public restrooms to incorporate advanced

technologies that provide both practical benefits and peace of mind.

While the study demonstrated how innovative products like Washie can enhance the restroom

experience, it also underscored broader consumer expectations for modernized public facilities. Restrooms are no longer seen as secondary concerns—they have become a key part of the customer journey, influencing decisions to revisit or recommend a location.

"Consumers increasingly view restrooms as a direct reflection of a business's overall commitment to cleanliness and customer care," said Rob Poleki, CEO of Washie. "Businesses that prioritize innovative hygiene solutions will not only improve customer satisfaction but also foster loyalty."

The study's findings also show a direct correlation between clean, modern restrooms and customer loyalty. 96.3% of respondents indicated that they would return to a c-store location specifically because of Washie, highlighting the loyalty importance of a more positive experience with the restroom. However, the broader takeaway is clear: businesses that invest in modern, clean restrooms can expect improved customer retention and brand loyalty. One respondent stated regarding Washie, "Every public bathroom should invest in this toilet seat."

The insights gained from this study align with Washie's mission to modernize public restroom experiences. The company has seen mirrored results in other studies conducted across various industries, further validating the demand for innovative hygiene solutions. By addressing both the practical and emotional needs of consumers, Washie is helping businesses create cleaner, more reliable restroom environments that foster customer satisfaction and loyalty.

For more information about Washie and its innovative products, visit www.washiepro.com.

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