

WALS



Wash Access Loyalty System—Know Who Your Customers Are

In a competitive marketplace, customer loyalty is the key to retaining and growing your customer base. It's been proven that loyal customers and club members are more likely to use the wash more frequently and spend more when they're at the car wash.

That's why PDQ developed the Wash Access Loyalty System. **WALS** is a customer relationship management software system which can be used to capture customer data and create a centralized database of your customers. **This easy-to-use system enables you to understand the 3 W's:**

- Who is using the wash?
- When is the wash being used by your customers?
- What wash packages have they selected?

Analyzing this data will help you to better relate to your customers, tailor specific promotions to meet their needs and increase their spending at your wash location.

WALS Offers You More Flexibility in Your Wash Program

Pre-paid programs—Increase revenues and cash flow by “locking in” your customers’ loyalty with advance payment

- Replenishments – refill card funds online or at the entry station
- Gift cards – hot trend!
- Loyalty programs – perfect way to keep customers coming back
- Online – buy wash packages or funds through the Club Interface module

Post-Pay Programs—Use WALS to manage your fleet business more efficiently, build special promotions and track monthly invoicing

Current Specials—Allows multiple purchases at Access entry station



Magnetic Strip/Plastic Cards—Increase your brand awareness by creating custom wash cards for your loyalty and gift card programs.

Club Codes (Card-less Program)—Sell and track wash packages to customers via a wash code. Customers are given a wash code to enter into PDQ's Access entry units.

Wallet Cards—Printable wallet cards are also available. While not as durable as plastic cards, wallet cards can help customers remember their unique wash code.

www.pdqinc.com

PDQ Manufacturing, Inc. 1698 Scheuring Rd. De Pere, WI 54115 USA **1-800-227-3373**



Vehicle Wash Systems

A DOVER COMPANY

WALS CLUB INTERFACE— Increase Your Revenues by Selling on the Web

PDQ has developed a consumer-friendly website portal that allows your customers to purchase washes online for themselves or as gifts. The Club Interface can link seamlessly to your existing website or act as your company's stand alone website. It can be customized to include your company's specific branding and logos.

The Club Interface is easy to maintain and update. The administrative section allows you to modify and customize the page including —

- Purchase options for both wash packages and funds
- A printable coupon to reflect current wash specials
- A “News of the Month” section to keep your customers updated with upcoming specials and events
- Ability to add an additional page and web hyperlinks so customers can easily find your wash locations
- Ability to upload images to promote your wash site

The Club Interface allows you to sell washes 24/7 – without adding staff or sales people!

The screenshot shows the 'Fresh Finish Car Wash' website. It features a navigation bar with 'Home', 'Other Services', and 'Contact Us'. A central banner reads 'Welcome to the Fresh Finish Wash Club Website!' with an image of a car being washed. To the left is a 'Current Members' login section with fields for 'User Name:' and 'Password: (case sensitive)', a 'Login' button, and links for 'Forgot your username or password?', 'Join the Club (Purchase Car Washes)', 'Buy a Gift', and 'Print Coupon'. To the right is a 'Purchase Options' section with a table of packages and a 'By Dollar Amount' table.

Purchase Options			
By Package Quantity			
Qty	Package	Your Price	You SAVE!
Buy 3	Ultimate	\$25.00	\$5.00
Buy 5	Ultimate	\$40.00	\$10.00
Buy 10	Ultimate	\$75.00	\$25.00
Buy 20	Ultimate	\$140.00	\$60.00
Buy 3	Premium	\$20.00	\$4.00
Buy 5	Premium	\$32.00	\$8.00
Buy 10	Premium	\$60.00	\$20.00
Buy 20	Premium	\$112.00	\$48.00
Buy 3	Deluxe	\$15.00	\$3.00
Buy 5	Deluxe	\$24.00	\$6.00
Buy 10	Deluxe	\$45.00	\$15.00
Buy 20	Deluxe	\$84.00	\$36.00
Buy 10	Express	\$45.00	\$5.00
Buy 20	Express	\$85.00	\$15.00

By Dollar Amount			
You Buy	You Get	Bonus	
\$10.00 - \$49.00	\$11.00 - \$63.90	10%	
\$50.00 - \$100.00	\$57.50 - \$115.00	15%	
\$101.00 - \$200.00	\$121.20 - \$240.00	20%	
\$201.00 - \$500.00	\$201.25 - \$500.00	25%	

WALS

Feature

Exclusively designed and developed for PDQ Access® entry units and the car wash industry

WALS Accounts can be redeemed at Access® entry units included in your wash club

WALS can be used as a customer relationship management database to store customer information

All transactions are processed in real time and account balances are updated immediately

Can be programmed to automatically send a customized “thank you” e-mail message to the member following a wash visit

Bulk e-mail scheduler allows the WALS administrator to announce special promotions, low account balance reminders or in-activity reminder messages

PDQ can design custom artwork for your wash club card with which can be issued or sold to your wash customers (additional charges may apply, cost of cards extra)

Unlimited number of customer accounts

Unlimited number of wash locations/Access® entry units

Supports both pre-paid and post-pay accounts

Benefit

Data collection specific to wash industry metrics. Seamlessly integrates with Access® entry units and wash equipment

Allows for multiple redemption points, purchases can be made at one location or online and redeemed at a different location securely

Manage all of your customer data in one central easy-to-use web interface

Provides you with the most up to date information, allowing you to forecast sales more accurately, rather than waiting for end-of day processing to take place. Online purchases are available to customers immediately

Maximize every touch point opportunity to reach out to your customers. E-mail program is cost-effective and doesn't require staff time

Reduce your overall marketing costs, by offering targeted promotional offers to your existing customer base

PDQ has a turn-key solution for developing custom artwork for your wash club cards & gift cards, allowing you to get your program up and running fast

Unlike other programs, WALS can accommodate an unlimited number of customer accounts giving you flexibility to continually grow your business

WALS seamlessly integrates with multiple wash locations and Access entry units, allowing you to grow your business well into the future

Flexible account options allow you to customize your marketing program, based on the needs of your customers and fleet account businesses