



[www.washcard.com](http://www.washcard.com)  
1-888-439-5740

# WashCard Loyalty Programs

Let us do your heavy lifting so you can focus on your customers. Our loyalty programs put the power in your hands to give your customers the best benefits of coming to your car wash.



**You care about your customers. We do too.**

Let's face it. Loyalty is not easily earned. Customers want to know they are "special" but it takes times to build their trust. We've created specific loyalty programs which add value to your business, and provide increased benefits to your customers to build their trust in you.

Our loyalty programs provide benefits to your regular consumers, as well as your business consumers. Does Carl's Lawn Care need to wash their trucks, cars or vans regularly? Probably. We give you the ability to offer those businesses benefits such as automated invoicing, auto pay and fleet management. Does Sandy down the street stop by every Monday for her weekly wash? You can provide her monthly bonus usages, birthday washes and spending rewards.

Our loyalty programs give you the upper hand in making sure your customer is taken care of. Whether it is Sandy down the street, or the Carl's Lawn Care. Let your customers know they are appreciated and get started with one of our loyalty programs today!

# This is what it's all about.

## Prepaid Loyalty Program



### Spending Rewards

Instant rewards. Buy something, get something free! This is a simple promotion which gives your customers a free service with the purchase of another service. Increase your revenue by enticing your customers to upgrade their services.

### Charity Fundraising

Support your customers causes and create repeat business. Track usage and create residual payments to organizations of your choice.

### Birthday Wash

Who doesn't love free things on their birthday? This is a simple promotion to give annual gifts to your loyal customers.

### Time of day Promotions

Set up the software to automatically change pricing for your wash at any specific time during the day or week. This can be set for the entire day, or for an hour. You choose. This allows you to draw in customers when time periods might be slow or you simply want to offer a discount during certain periods.

### Direct Mail / Email Marketing

WashCard compiles a list of your registered customers for you which you can use to send targeted marketing emails.

### Organizations

Track and report your promotions or charity giving and evaluate the effectiveness of them. This is often used with charities for fundraising.

### Assignable Promotions

Create a variety of custom promotions which you can easily track and manage. Build a larger customer base with increased loyalty and future visits.

### Monthly Usage Bonus

Reward your loyal customers monthly by giving them credits for using your wash regularly. You set the minimum and bonus percentage and let the system do the rest.

## Business Loyalty Program



### B2B / Fleet Program

This tool allows you to easily manage and maintain fleet accounts. It also puts the power into the fleet managers hands. Fleet managers can set up user accounts, create receipts for invoicing, create their own discounts and time usage schedules. Fleet managers can use wash cards or use our automated WashPass system. The account manager can oversee all usage at the wash creating significant time and cost savings not only for them, but for you too. Set up WashPass access for your fleet team to make getting in and out of the car wash a breeze.

### Automated Invoicing

Make life easier for yourself and your fleet customers by providing automated invoicing. Our software will automatically track and bill your fleet customer at a set time of every month. Simply set up the invoice period and let the software take care of the rest.

### Auto Pay

With Auto Pay, customers can accumulate their services over a selected period of time, whether it's monthly or weekly. When you are ready to process those payments, simply log in to the BMC to process the payments. Select the customer, the stored card, and process the payment on the spot. This safe, secure way to process credit cards makes it easier for you, and for your customer.

## Standard Features

### WashPass / Automated Wash Program

This program provides a monthly revenue stream which is reliable and consistent. Income from this program levels your revenue year round, regardless of outside factors, like weather.

### Account Portal

Set up the account portal and give fleet managers complete access to reports and control of users. Let general customers manage their own account by checking their balance, making payments, adding value to the card, and disable lost cards. Get some freedom from having to manage personal or business accounts. Give your customers the ability to manage all of their information at the touch of their fingertips.