



HOW TO STRUCTURE A CUSTOMER JOURNEY FOR CAR WASH GROWTH

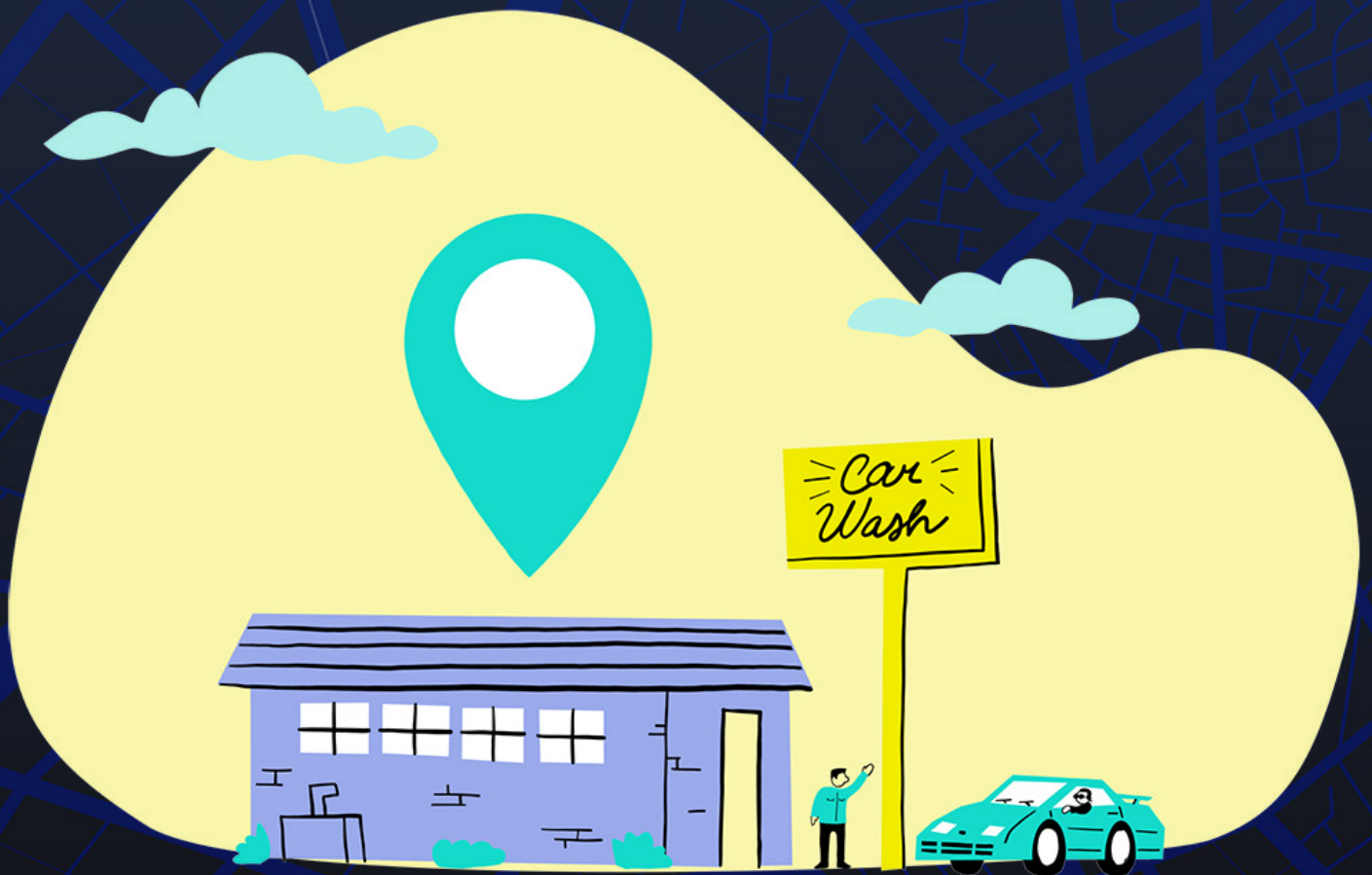


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INTRODUCTION

Keeping your car wash competitive in a crowded marketplace can be stressful. You want to boost productivity and profits and earn customer loyalty. However, per-car wash revenue is low, so volume is key. Unfortunately, the weather is a major component in this calculation. Specifically, on rainy days, car wash bays sit idle. Short of controlling the weather, what are your options?

Some car wash owners are turning to technology platforms for car wash memberships to ensure predictable income streams.

Learn more about these options, and how you use digital solutions to grow your car wash business faster and smarter – rain or shine.



YOUR CUSTOMER JOURNEY **BEGINS WITH DATA**

Your customer's journey is what makes your brand unique and meaningful. When you think about it, it's how your customers get to know your car wash and what makes your customers loyal.

Therefore, knowledge about your members and customers is one of the critical components of your brand. Using **contextual marketing** helps your employees recognize and engage customers quickly. In addition, knowing who your customers are will increase their trust in you, thereby increasing revenue.

Contextual Marketing

The practice of anticipating customer needs based on past behavior and preferences.

Get the Right Data

An excellent customer journey starts with collecting the correct data. In this document, we'll explore the different stages of a customer's car wash experience, how to make it memorable, and keep them coming back. Before leveraging market automation and customer relationship tools to help communicate with customers and create a memorable customer experience, first audit your data.

Creating a winning customer journey starts with recognizing the customer and personalizing their car wash experience from the first interaction.

Customer-centric experiences are all about getting to know your customers and members and providing them with what they need quickly and easily without asking.

As you think about your current car wash experience, here are some questions.

- First, when customers drive into your wash, what do you know about them based on their profile?
- Do car wash attendants have the option of **greeting customers by name** or asking if the wash package will be the **same as their last visit** or if they would like to **upgrade?**

Existing Customers

As your customers enter your car wash, create a customer journey that starts first with you recognizing and identifying them, classifying them, and having an experience tailored to their history.



New Customers

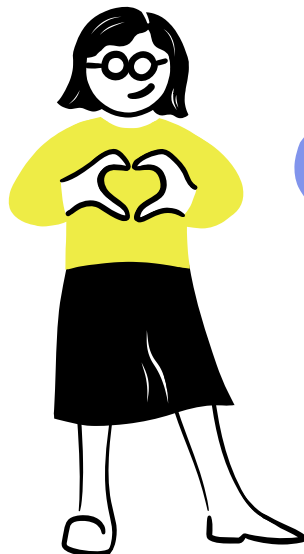
For new customers, design a quick data collection process that can link to other established profiles on social media or payment portals on Apple, Google, and Amazon. In addition to collecting the basics ...

Include collecting fun personal attributes more likely to be shared by the customer, such as their favorite sports team. Personal details can make them feel recognized and differentiated.

Authority



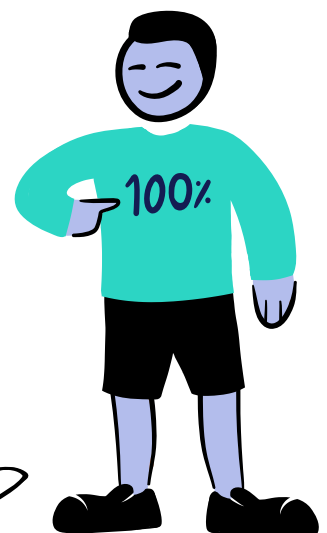
Empathy



Fun



Authentic



How to Automate Data Collection

If you haven't yet, automate data collection with an AI platform to make it easier for your wash attendants and customers. Autonomously collecting customer data every visit, such as wash patterns, routines, and service preferences facilitates seamless marketing interactions that increase brand loyalty.

A customer experience that excites people to do business with you is critical to building a great, sticky brand. As a result, your customer journey must work to keep customers interested long enough to make this happen.

If you'd like to audit your customer journey or learn more about how EverWash can help, get in touch with our revenue and member growth specialists.

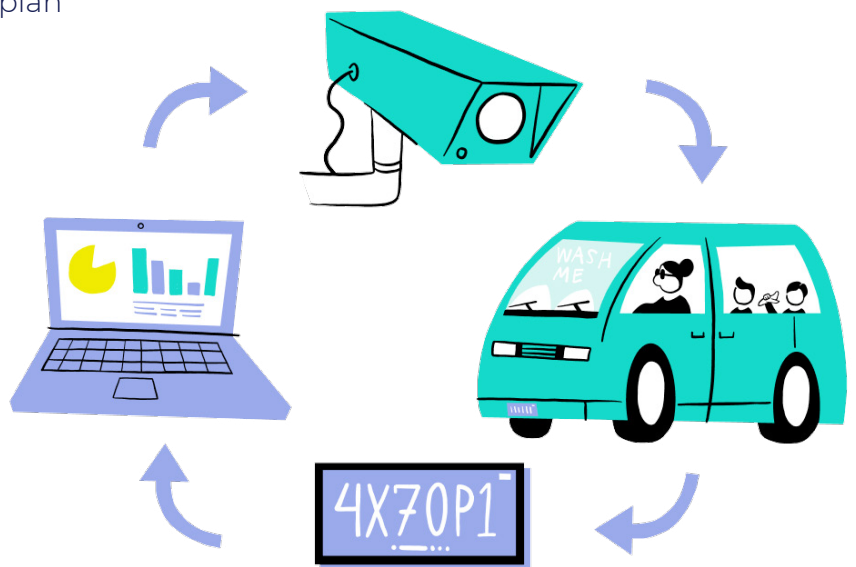
License Plate Recognition (LPR)

A customer's perception of your business depends on a number of factors and touchpoints. A **License Plate Recognition (LPR)** and analytics system can benefit your car wash in a number of ways. There are key benefits that you can expect to see from using such a system.

Membership Validation

Utilizing a LPR and analytics can help to ensure that the car associated with the membership plan is the car being washed (in order words, prevent membership abuse).

When you have a car wash that relies on memberships, it is important to keep track of who comes and goes. With a license plate recognition system in place, you can quickly update the license plate on file when members replace cars. By doing so, we are able to ensure that only registered vehicles are taking advantage of the membership plan as registered.



Marketing Up/Selling Up

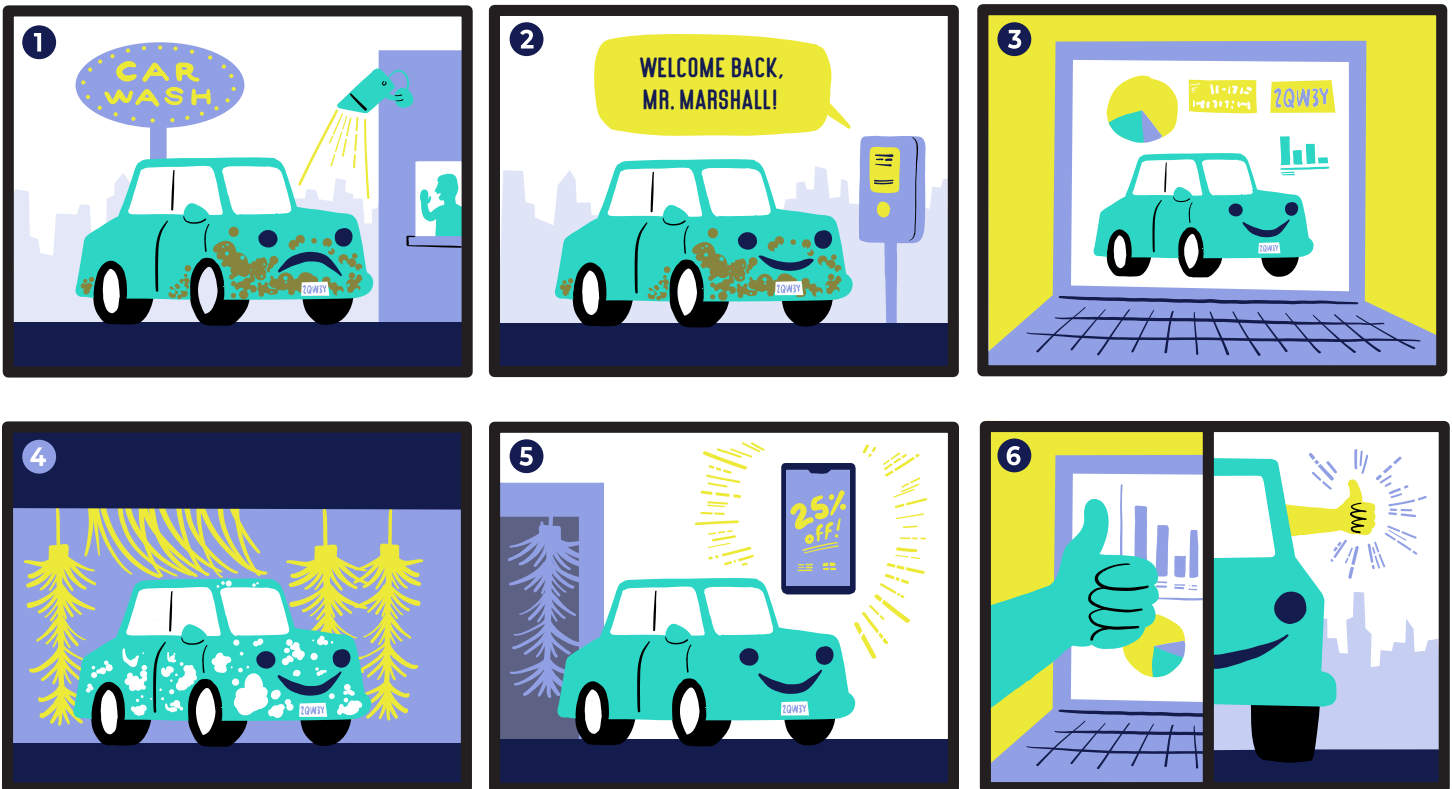
Planning and anticipating customer needs can be made easier with predictive insights. By leveraging predictive insights, you can engage your customers and make relevant offers that keep customers engaged, reducing churn.

Another benefit of using a LPR system and analytics mined from it is that it can help you market multi-vehicle memberships. If you have customers with multiple vehicles, this system can remind them of the terms and conditions of their membership.

It can also keep them honest by making sure that only the vehicles that are supposed to have access to unlimited monthly car washes are actually gaining that access. In the case that a car that is associated with the unlimited wash goes attempts to go through the wash, it presents your wash attendants or POS screen an opportunity to upsell, adding an additional vehicle at a promotion entry cost.

If you are considering implementing a license plate recognition system at your business, these are just a couple of the benefits that you can expect to see. Such a system can help to improve security, market additional car wash services, and keep track of your customers. Contact us today to learn more about how we can help you get started!

HOW IT WORKS — THE CUSTOMER JOURNEY



SPOTLIGHT SUCCESS STORY



Dan Armstrong on Why EverWash Was the Right Decision

Dan Armstrong, the owner/operator of Vermont Lazer Wash, describes how membership has transformed his life, as well as the lives of his employees.

Dan is from central Vermont, where he was born and raised and went to college. Outside of carwashing: he enjoys craft beer, outdoor bike racing, and other outdoor adventures.

“They have transformed everything about my car wash – and my life.”

WASH OPERATOR SPOTLIGHT

WATCH THE VIDEO



HOW IT STARTED ...

16
Years in
business

20K
Washes
annually

0
Members

=
Stagnant
growth

He had been in the carwash industry for 16 years, coming from a background in manufacturing. He and his cousin had an opportunity to buy a wash, and the rest is history.

“There was something about car washing that is very satisfying — taking something dirty and making it clean,” said Dan.

Dan describes his wash as a smaller tunnel and a small family-run business. They wash a lot of pickup trucks and work trucks. He said that his customers are looking to get in and out quickly.

“It’s a bonus if we can put a smile on their face,” said Dan. “That’s our angle.”

“I enjoy looking at the whole system, eliminating waste, moving brushes, and using a chemical process to speed up the process. I really enjoy that puzzle and challenge.”

HOW IT'S GOING ...

100K
Washes
annually

↑
Growth

↑
Single
washes

↑
Employees

↑
Staff
pay

↑
Staff
benefits

Dan said that what he enjoys most about being a car wash operator is the process.

“I enjoy looking at the whole system, eliminating waste, moving brushes, and using a chemical process to speed up the process. I really enjoy that puzzle and challenge.”

For the first dozen or so years of operating, not a lot changed. “We found our own way,” said Dan.

Now, the industry is consolidating quickly, and it’s getting challenging for a single operator to obtain the supplies they need to run the business.

“When you find a partner like EverWash that can get you what you need on time, it’s terrific,” he said.

Dan had heard about EverWash in one of the industry magazines. It piqued his interest because he had wanted to get into the membership arena for a long time, but the barriers to entry were high.

“When we met EverWash, it was a lightbulb moment,” said Dan. “I almost was kicking myself for not creating the app myself. It was such a smart move.”

EverWash stood out among the other companies. The zero-dollar barrier to entry was very appealing. “We’re going with EverWash.” We got the ball moving immediately.

“EverWash has transformed everything about our car wash and my life. When we started, we were washing 20,000 cars, now we are washing 100,000. We had stagnated for a decade. Now it’s unbelievable, growing all the time. The wash is always going. We hired more employees, pay them livable wages, and provide health coverage. It’s such a great feeling to know that you are making so many lives better by simply washing cars. It’s literally life-changing for us and the people around us.”

For customers, not a lot changed until memberships. When Dan started offering memberships, customers loved it and quickly got on board.

“It completely changed the wash pattern. It went from seeing customers a few times a year to a few times a week. It changed our relationships with them, too. You’ll be at the grocery store and see all of the clean cars in the parking lot. And think: they’re a member, they’re a member, they’re a member. Before we never saw them enough to get to know them.”

Wash Count Up, Revenues Up

A question you may ask yourself before starting a membership program is: are you cannibalizing your single-wash visitors? For Lazer Wash, single-wash count went up after adding a membership option.

“If you have a line of cars for the wash, more people will get in line for a wash. Our single-wash increased our single wash far in advance of our expectations.”

It's so simple to send customers a link, then they download the app and are ready to go. The app turns regular washers into advertisements that bring in other customers. It builds on itself. We are always getting more members as they tell their friends, and the business momentum just grows.

When considering a wash membership, you have to look at the big picture. The only thing I care about is whether I have more members today than I had a year ago. When you bring in more members, they create more members.

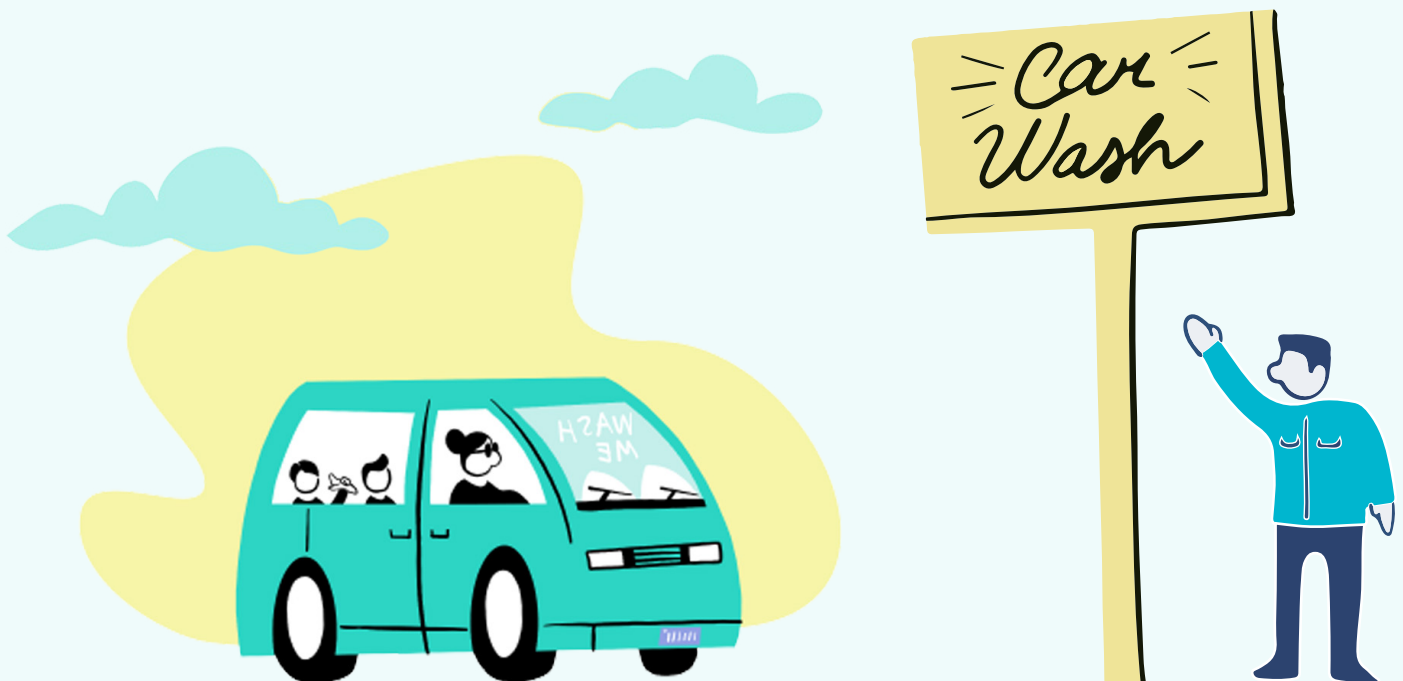
A professionally-managed membership program is highly recommended by Lazer Wash.

An additional benefit of working with EverWash is the back end. EverWash takes care of all customer service, payment processing, and recharging. Beyond that the benefits of the EverWash marketing, sign generation — everything.

"I just was cars. EW is literally a partner."

When You Wash together, You Win Together

"If you are on the fence, just call EverWash and call them. I know these people by their first names. They are great people. At our wash, the people make things better, and it's the same thing at EverWash. You won't regret it."



**"Do it, and do it fast.
If you don't start a
membership program,
your competitors are
going to do it"**

PSYCHOLOGY 101: UNDERSTANDING THE MINDSET OF CAR WASH CUSTOMERS



As a car wash operator, you face aggressive competition, making it a challenge to increase revenue. The good news is that one of the best ways to increase revenue is to increase the loyalty of the customers you already have.

$$\text{(Annual washes)} \times \text{(Average wash price)} \times \text{(Years)} = \text{Customer Lifetime Value}$$

To calculate the potential lifetime value of a loyal customer, multiply the average number of annual washes x average wash price x number of years you expect them to live. Clearly, it is good business to keep customers happy, and one of the best ways to do it is to cement their loyalty.

TO EARN CUSTOMER LOYALTY, WE RECOMMEND THIS APPROACH:

- 1 **Greeting: It's #1 for a reason**
- 2 **Make it about the customer: make them feel uniquely special**
- 3 **Create a 10-second relationship**
- 4 **Be genuine**
- 5 **Use what you know to create a need**
- 6 **Fix the need**

This formula will help you understand the mindset of your wash customers and will help turn single-wash visitors into repeat customers for years to come. Let's break down the formula, one piece at a time.



GREETING: IT'S #1 FOR A REASON

1

There is a vast difference between a flat “hello,” and a genuine “Hi! How are you? Welcome to the car wash. It’s great to see you! How can I help you today?”

This first step is hugely important. There’s a great book called “[Raving Fans](#)” that outlines this fact and that it’s likely more customer service than they are receiving from your competitor.

HELP THE CUSTOMER FEEL UNIQUELY SPECIAL

2

People do not want to be ignored. They want to feel seen. Your team must make eye contact and acknowledge your customers right away, even if they are busy. This can be done quickly, but body language, smile, and eye contact make a real impact.

Personal referrals go a long way. If a person feels acknowledged, seen, and also received great customer service, they will tell their friends and family. This word-of-mouth referral can have a multiplier effect on bringing in new, loyal business.

CREATE A 10-SECOND RELATIONSHIP

3

Even during busy wash times, make a brief, personal connection with each and every customer. Simply saying, “Hi, how are you? Is this a new car? Did you just get it? This is a great vehicle!” A compliment is an excellent way to create a 10-second impression.

Engaging with customers provides a human connection that makes employees’ days more enjoyable and improves a customer’s day.

Building a 10-second relationship will help achieve the goal of making customers feel uniquely special. This emotional relationship capital can be used to create an upsell opportunity.

BE GENUINE

4

Reading from a script is not a good way to inspire loyalty. Making customers feel uniquely special creates a bond. Greeting them warmly with a smile, sharing a compliment or asking them a question about their vehicle creates a human-to-human connection that cannot be faked.

USE WHAT YOU KNOW TO CREATE A NEED

5

If someone has a car they are truly proud of, and you’ve complimented it, a genuine conversation has begun. That segues into your opportunity to lock in their loyalty by offering them services that will protect their pride and joy.

FIX THE NEED

6

Once you are aware of a need, a good way to solve their pain point is to first “agitate” or remind them of the problem. For example, many things can negatively impact a car: salt on the roads, the summer sun, etc. But you can fix the need with your solution.



For example:

“Your BMW is a great car. I love this car. It will last you a lifetime if you take care of it like you are today, getting it washed regularly and keeping it clean. An unlimited wash membership can help you stay on track. Would you like me to shoot you a link to the app?”

PSYCHOLOGY 101:

Rhyming statements are more believable.

FOMO is a real psychological condition called “**loss aversion**.”

We have a higher tendency to agree with **people we like**.

Multiple **studies** have shown that people are happier when they have a clean car.

Smiling makes you live longer.

The more time you spend in the sun, the **happier** you will be.

PSYCHOLOGICAL TECHNIQUES TO MAKE CUSTOMER CONNECTIONS

Change is hard, but with practice, anyone can master any of these techniques.

1. **Mirroring** | We subconsciously respond to each other. If I’m whispering, you will whisper too. If I’m energized, you’ll respond with energy.

Customers will reflect the energy you give to them. For example, the “**Sullivan Nod**” is one of the easiest ways to accomplish mirroring. If one person starts nodding, the other people in the room will start nodding, too, both physically and subconsciously. The best advice is to *put out into the world what you want to be reflected back to you*.

2. **Decision making** | The following emotions have a psychological impact on decision making, according to sales expert Geoffrey James:

- **Greed** - greed comes into play when customers think about the financial savings potential in getting a car wash every day.
- **Fear** - Fear of missing out (FOMO) on things like the loss of car value can entice them to avoid a loss on a large car investment. They may also want to take advantage of the perks of membership, like the ease of the app.
- **Altruism** - Altruism is a sense of wanting to do the right thing. People may want to help the business if they’ve had a good experience. “We want to do the best we can for our neighborhood. Thank you, maybe think about a membership since you come so often.”
- **Envy** - Offer free amenities like vacuums or ease of wash entry for members. This will entice non-members to want the perks for themselves as well.
- **Pride** - People often take pride in their vehicles. Membership will help them protect their investment and keep it looking great.
- **Shame** - While we would never specifically shame anyone, a regularly clean car can help people avoid shame.

HOW TO **MOBILIZE AND MONETIZE** A WASH MEMBERSHIP PROGRAM

The June 2021 issue of Auto Laundry News featured the following article by EverWash's Chief Revenue Officer Scott Pashley on mobilizing and monetizing a wash membership program:

In the past two decades — and especially in 2020 during the COVID-19 pandemic — loyalty, rewards, and membership programs, such as Starbucks, Amazon Prime, Blue Apron, Class Pass, have grown in popularity as mobile phone applications have flourished.

While the car wash industry adopted loyalty programs, beginning with printed reward cards and daily specials such as Seniors Day and Ladies Day, wash operators were light years behind when it came to true-blue membership programs.

Even as unlimited wash clubs caught on in the industry in the past decade, mainly in the form of barcode scanners and RFID tags, these technologies offered no intelligence to help drive wash growth and added more time and resources to the wash's operation. Not to mention that many of these systems are expensive to install and maintain.

To further complicate things, wash operators have little or no in-house support for managing and promoting a membership program. Even worse, many of today's programs offer no way to measure a program's contribution to a wash's growth and profits.

Program promotion, payment, billing, and staff training are all left to the already-busy, already-thin profit wash operation.

Empire Wash Group's Experience

John Grefe and his managing partners operate Empire Car Wash Group, a collection of four tunnel washes in Long Island, NY. They have built successful car wash operations over the past 10 years. Yet, none had much luck with running membership programs.



“We tried doing things on our own, but it was an utter failure,” John said. “We couldn’t wrap our heads around what to charge for each plan and how to manage the program on the backend. It was a ton of work, even for the 50 or so members we had. We always thought, ‘If managing 50 members is this difficult, how is it even possible to get to 500 members, let alone 1000?’”

When the Empire owners purchased their fourth wash at Hampton Bays, it was already using turnkey membership program provider, EverWash. After watching the operation for a month or two, “It became obvious to us that the benefits from the program could deliver the recurring revenue model that we wanted,” admitted John.

Turnkey Membership Approach

The good news is that progressive wash membership service providers have created a new paradigm for unlimited wash clubs. They are mobilizing and monetizing membership with turnkey solutions that include every aspect of the car wash relationship and continuously engages both operators and members.

While still providing the customer with the means to access unlimited washes through a mobile app, today’s holistic programs finally address the wash operator’s need for professional help with value-added services such as promotion, sales training, performance tracking, collecting actionable data, 24/7 customer help, payment handling, and overall membership management. This new membership model has already helped early adopters washes realize sizable membership growth, increased revenue per customer, and greater profitability.

THE ELEMENTS OF TODAY’S TURNKEY MEMBERSHIP PROGRAM

The items that define a successful wash membership program include:

- **A mobile-powered membership enrollment**, billing & payment platform billing and quick-pay capability
- **An electronic portal or app** for washes or a local network of washes to promote and manage high-value, high-profit subscription-based monthly wash membership
- **Wash staff training** that imparts knowledge of both the car wash operation, its offerings, and proven sales techniques followed by an incentive program
- **Digital marketing** that integrates mobile, a customer relationship management software, or CRM, and the use of digital outreach technologies like email campaigns, social media, website, search engine optimization, and more
- **A 360° membership management partnership** that includes implementation, performance metrics, performance monitoring, and regular reviews with corrective actions to take advantage of new opportunities or resolve problems.

Today's Full-Service Membership Mobile App

Since the advent of mobile apps, technology has reshaped the functionality of car wash membership from a “key” to access the car wash and identify the vehicle, to a full-fledged subscription management tool. A car owner can sign up from the comfort of home, find the location of car washes that offer the membership program, review a wash's menu and prices, add or change vehicles, change payment methods, enjoy a contactless visit to the car wash, and more. This full functionality for members relieves the burden of day-to-day membership management for the operator.

Of special importance in this age of pandemic precautions, the risk of viruses and the spread of infection can be minimized through the use of a contactless smartphone app that initiates a wash without leaving the safety of the vehicle and even drawing down the car window. Payment information is securely stored within the mobile app to eliminate the exchange of cash or credit cards.

Fewer Headaches, Less Cost; More Support and Profits

While past membership programs, including those using mobile apps, centered on member wash access, today's turnkey programs bring much greater value for the wash owner. From the very start of setting up a membership program, providers can side-step the costs associated with new RFID hardware or software systems.

It's even possible for a wash to avoid any upfront cost for equipment through service providers that offer pay-for-performance business models. That is, the provider covers the upfront cost while earning a commission on the additional revenue stream generated from signed members.

Continuous Training That Goes Beyond Sales

One of the keys to a successful wash membership program is training a wash's sales attendants. A training program includes items that incorporate both sales and operational training to instill attendant confidence in the services and the value inherent in the membership program.

Necessarily, membership provider training for wash operators must cover a multitude of logistical situations, and they will offer both onsite and online training programs. Their professional trainers will look at every facet of a wash and develop an



action plan comprising an identification of any issues that inhibit sales, an implementation plan and training for success, and a roadmap to revenue growth.

From a sales perspective, training — in the form of a manual, classroom, video or all of these options — will help employees become comfortable engaging customers.

According to Empire's Grefe, "EverWash put together an effective training program that really taught the less experienced team members, especially those who did not know as much as they should about car washing. The training gave them a basic knowledge as to what is included in each wash and what the terms really meant."

"These days when somebody asks a team member a question about hot wax, ceramic, wheel cleaner, arm roller, or types of services we offer, they have confidence," claims John. "They're reminded of their training and remember, 'Okay, this is what I say, and this is my pitch.'"

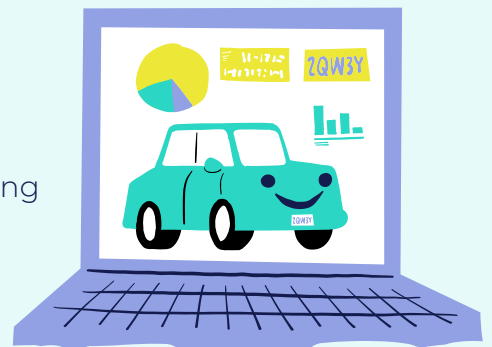
Collaboration between the wash operator and membership provider is continuous and features ongoing activities that can help boost membership, such as program launches, onsite visits, digital webinars, and online resources. Although driven and sponsored by the provider, an effective membership program is a true collaboration in order to meet the needs of that specific car wash.

Integrated Membership Marketing Matters

Membership program providers are employing integrated, multi-channel marketing plans to build brand awareness and differentiate a wash program as well as to increase wash memberships and generate more revenue.

THESE CUSTOMIZED PROGRAM INITIATIVES MIGHT INCLUDE ANY OR ALL OF THE FOLLOWING:

- Onsite signage & experiential marketing
- Digital marketing campaign management
- On-site signage and document management
- Social media resources, materials, and coaching marketing
- Lead generation, CRM and list marketing
- Website creation and hosting and digital presence
- Attendant commission program



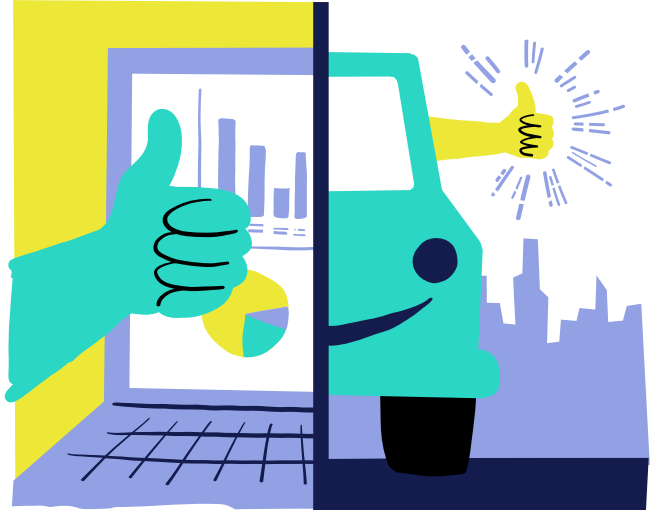
National membership program providers can leverage size, too, and offer wash operators access to advanced digital marketing, SMS & email drip campaigns, search engine optimization (SEO) and other innovative, smart marketing tactics.

Effective Digital Marketing Derived from Actionable Data

New technology finally allows washes to do more than count the number of new members. For example, a membership provider's vehicle analytics capability, derived from a wash operator's existing security cameras, can capture actionable marketing data points. Operators are then well-positioned to make informed operational decisions.

Based on early adopters, this information can help wash adapt payroll, monitor car count and visit duration, reduce loss and fraud, predict future demand, and of course, grow membership, revenue, and profits.

Recently, membership providers are stepping up marketing on behalf of participating wash owners by collaborating with affinity groups and other consortiums to drive large numbers of members to wash owners.



A 360° 24/7/365 Membership Partnership

As every wash owner knows, a successful business is a 24/7/365 concern! Membership service providers must be true partners with wash owners. From signage to systems integration, from training to daily operations, together, the provider and wash owner succeed. That support involves any resources outside the realm of a wash operation.

Technology, training, and marketing have been addressed, but a 24/7 member call center that provides members with a great experience with membership issues is another. Finally, strategic support from the provider's leadership team is an important consideration.

Summing up the relationship with EverWash, Grefe, "I am glad to say that our team has direct contact with their team on a daily basis these many months later. I can guarantee that our salespeople probably call once or twice a week because they just feel very connected."



CONCLUSION

“Small hinges can swing big doors.”

In a competitive marketplace, every touchpoint on the customer journey matters.

Providing customers with a compelling offer that will deliver you a consistent – and growing – payment stream *definitely matters.*

Getting the right data matters.

Understanding customer psychology matters.

When you understand your customers, put a strong strategy in place, and get the little things right – **BIG THINGS CAN HAPPEN.**



ABOUT EVERWASH

EverWash provides car wash operators with flexible and scalable digital membership solutions that boost their overall profitability and customer retention.

Founded in 2016, EverWash started by partnering with local car washes to offer customers unlimited car washes for a low monthly fee. Over the years, we've expanded our capabilities to include an end-to-end solution that manages your customer interactions and delivers the right data and recommendations to improve your business. Our commitment to helping operators like you increase revenue-generating capabilities through smart analytics and customer-centric marketing continues to be steadfast.

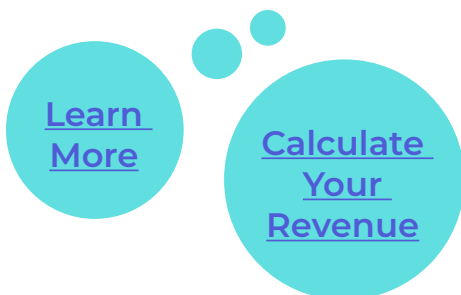
A partnership with EverWash gives you a range of options for increasing revenue. Our proven platform can help you more than double your revenue. Plus, you don't have to worry about the weather or holidays. You are always earning.

Unlike other membership solutions, we build memberships and don't sell them. We are with you every step of the way, navigating and managing the platform. The EverWash platform is powered by next generation vehicle analytics, so you and your customers can expect a great experience every time. Revenue growth is guaranteed with zero setup cost, simplified payment management, and effective on-site attendant sales techniques.

Simply put, EverWash helps leading car wash operators:

1. Attract and keep more customers
2. Increase revenue per customer
3. Improve overall wash profitability

Download the EverWash app and start saving today!





Schedule a demo. Learn more about what EverWash can do for you car wash.
(855) 492-7477 • sales@everwash.com • www.everwash.com

