

# 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 club members use the wash frequently and spend more when they're at the car wash.

That's why Kesseltronics developed the Wash Access Loyalty System. WALS is a customer relationship management system which is 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 understand your customers, tailor specific promotions to meet their needs and increase their spending at your wash location.

WALS offers your customers more flexibility in making wash purchases

- In-Store
- At the Access Entry Unit
- Online
- Gift Cards
- Fleet Accounts



## WALS Offers You More Flexibility in Your Wash Marketing

**Pre-paid programs** - Increase revenues and cash flow by "looking in" your customers' loyalty with advance payment

- **Replenishments** - refill card 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
- **Vending Machine** - interface to coin operated equipment like dog washers, and vacuum cleaners

**Post-pay programs** - Use WALS to manage your fleet business more efficiently, build special promotions and track monthly invoicing

**Current Specials** - Allow multiple purchases at 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. Wallet cards can help customers remember their unique wash code.

## WALS CLUB INTERFACE | Increase Your Revenues by Selling on the Web

Kesseltronics has developed a customer-friendly portal that allows your customers to purchase washes online for themselves or as gifts for family and friends. 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 logo.

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

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

Qty	Package	Your Price	You SAVE!
UPY 3	Ultimate	\$26.00	\$6.00
UPY 5	Ultimate	\$40.00	\$10.00
UPY 10	Ultimate	\$75.00	\$25.00
UPY 20	Ultimate	\$140.00	\$60.00
UPY 3	Premium	\$20.00	\$4.00
UPY 5	Premium	\$32.00	\$6.00
UPY 10	Premium	\$60.00	\$20.00
UPY 20	Premium	\$112.00	\$48.00
UPY 3	Deluxe	\$15.00	\$3.00
UPY 5	Deluxe	\$24.00	\$6.00
UPY 10	Deluxe	\$45.00	\$15.00
UPY 20	Deluxe	\$84.00	\$36.00
UPY 10	Express	\$45.00	\$0.00
UPY 20	Express	\$85.00	\$15.00

  

You Buy	You Get	Bonus
\$15.00 - \$45.00	\$15.00	\$23.00 10%
\$50.00 - \$100.00	\$27.00	\$114.00 15%
\$101.00 - \$200.00	\$49.20	\$200.00 20%
\$201.00 - \$500.00	\$99.60	\$250.00 25%

*WALS is a feature rich product that lets you communicate with your customers. Effective tools like follow-up e-mails after a wash visit or account balance reminders go a long way towards building customer loyalty and increasing your profitability.*

