

WashCard Cashless System Basics

COMPANY PROFILE

WashCard Systems has been providing cashless acceptance and customer loyalty solutions to the carwash industry since 1990. WashCard is the recipient of the International Carwash Association Leadership in Innovation Award and is the premier cashless solutions provider in the Industry. WashCard is the trusted marketing expert that carwash operations from around the world rely on to help increase customer retention in difficult economic times. WashCard provides direct manufacturer support of their customers and can remotely assist in training, troubleshooting, and prides itself on the constant evolution of the entire system.

MAIN PRODUCTS

Credit Card Acceptance: WashCard provides hardware and software for new locations and retrofits to accept credit cards in the bay, at the automatic, vacuums, vending machines, pet washes, and a variety of other services that traditionally only accept cash.

Customer Loyalty and Fleet Management: Get customers coming back more often, spending more per visit, and eliminate the hassle of managing fleet sales and billing. WashCard accounts can be configured as pre-paid, invoiced, or family/business share accounts.

Wash Marketing and Promotions: Custom websites, print materials, banners, custom equipment decals, and in-bay signs. All fully-integrated into your customer loyalty program.

TECHNOLOGY OVERVIEW

Web-based Administration: Administrate from your home office. WashCard provides total data security and backup of your valuable customer data and transaction information.

Non-Proprietary Hardware Integrations: WashCard will integrate into most wash equipment and across multiple manufacturers. This means you are never tied to a single manufacturer for your wash equipment to keep it all on a consistent cashless system.

THE WASHCARD ADVANTAGE

- Clear Credit Cards immediately at time of purchase (3 seconds, no batching, lower rates)
- No Required Merchant Processor (use your own processor or sign up for our group rate and save).
- WashCard consolidates multiple transactions of the same credit card into a single authorization (saves you money on transaction fees).
- Process ALL credit card processing on site though a single merchant account (pay fewer monthly statement fees).
- All card processing is through a single broadband Internet connection, (get rid of extra phone lines and reduce your monthly operation expenses).
- WashCard charges a fair-use monthly fee based on transactions (you only pay more when you make more which keeps monthly expenses low during slow washing periods)
- Customer loyalty program is configured to fit your business and grows with your goals (WashCard scales from a single location to a large chain of multiple washes throughout the country).
- WashCard has built-in invoicing or an available QuickBooks integration (no time-consuming double entry for billing or recording payments).
- Built-in fundraising programs and promotion tracking (always know whether a promotion is profitable).
- Fleet programs allow for fleets to limit when employees can wash via Time Schedules (limit by time-of-day or days of the week when a fleet card will work).
- Automated electronic statements and low-balance reminders are sent to customers (prompting customers to make their payment online).
- Customers can register their prepaid card online for specials and promotions (wash owners now have valuable customer data for direct marketing campaigns).