



Refunds & Terms Guidelines

2026 SOP

Corporate Customer Service & Store Teams



Overview

The primary goal is to ensure consistent and professional customer service by clearly defining when a refund is warranted based on the Terms and Conditions, while also outlining whether the refund should be handled at the store level or by the corporate team.

01

Terms & Conditions

Core guidelines and eligibility criteria for customer refunds under standard Terms & Conditions.

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02

Exceptions, Examples, & Retention

Refund exceptions may be considered for processing errors, duplicate memberships, life events, or store-approved circumstances. Retention should always be considered first.

Pages 4-11

03

Refund Instruction, Templates, & Tips to Prevent Refund Requests

Step-by-step instructions for processing refunds, refund denial templates, and tips to prevent refund requests

Page 12-18

Need Support?

Contact our team for any policy or process clarifications:

customerservice@whitewatercw.com

*** Always CC your AD & RD**



Refund SOP 2026



Cancellation

5 Days

Written notice required prior to next installment.

Refund Limit

90 Days

No refunds processed past 90 days of service.

Rate Changes

30 Days

Notice provided prior to any monthly rate increase.

Unlimited Speed Club Agreement Details

When signing up for the Unlimited Speed Club, members agree to the following terms & conditions:

- **Automatic Recharge:** Authorized monthly charges continue automatically to the credit card on file until the membership plan is officially cancelled.
- **Cancellation Notice:** Written notice must be received at least five (5) days before the next scheduled installment payment. WhiteWater Express reserves the right to modify or cancel plans at any time.
- **Vehicle Policy & RFID:** Memberships are assigned per individual vehicle. Tampering with, transferring, or removing the RFID tags will result in immediate plan cancellation.
- **Payment Failures:** Accounts will automatically terminate if the credit card installment charge is declined.
- **Service Limitations:** Wash availability is subject to equipment maintenance, inclement weather, and closed holidays. Memberships are for unlimited washes, but washing more than once daily requires manager override.
- **Rates & Refunds:** Monthly rates may increase with a 30-day advance notice. No refund requests will be processed past 90 days from the date of service.

* **Posted Terms & Conditions:** The Unlimited Speed Club Terms & Conditions are presented on-screen at purchase and must be acknowledged. They are also printed on customer receipts and available at [WhiteWater Express Car Wash](#) under Wash Unlimited → Terms of Service.

Corporate Exceptions

Washbooks

Washbooks purchased online for the incorrect POS system may be eligible for a refund.

A customer service template confirming the refund will be provided, along with a discount offer should the customer choose to repurchase a washbook through the correct POS system.

The appropriate purchase link for the correct POS location will also be included.

Ecomm Memberships

Administer refund for W- code memberships purchased online with zero (0) wash history, when a second plan/tag is actively being charged.

- **Wash History:** If history exists on W- code, do not refund; terminate.
- **Refund Limit:** Administer up to a maximum of 3 months.
- **Action:** Terminate the W- code membership.

Special Circumstances

Deployment, Injury, Death, or Wrecked Vehicle

Life Events: In instances involving deployment, death, or critical injury, a refund of up to three months may be administered.

Wrecked Vehicles: If a vehicle is wrecked and unable to be washed, confirm that no washes occurred since the incident prior to processing.

System & CS Failures

Misprocessed / Failed Cancellations

Rinsed Form Failures: Applies when a technical form failure results in charges after CS has already processed the initial cancellation request.

Reactivation Bugs: Applies when Rinsed confirmed the cancellation, but background actions unintentionally reactivated the account.

Corporate-Approved Refund Scenarios

Example 1: Deployment Refund Request (Granted) ✓ REFUND GRANTED

Name:	Charles Suaris
Phone:	(704) 604-7020
Email:	subscriptionscharles@gmail.com
Location:	Sam Rittenberg Boulevard
Message:	I canceled my membership, but it didn't cancel in time and I'd like a refund on my \$54.99 since I'm am deployed. Please refund me this and I will be getting a monthly plan again once I return from my deployment

Example 2: Customer Service Voicemail Request (Granted)



Voice Message

Dear Customer Service,

You have a new voice message:

From: - Fwd Customer Service, Ext. 10828 (517) 902-9873
Received: Tuesday, June 09, 2026 at 12:59 PM
Length: 00:38
To: (346) 367-2500 * 10828 Customer Service

Voicemail Preview:

"Yes, my name is Chris Stefanovic. I'm calling about my membership and how I'm being charged the full price. When online when I tried to cancel it said to continue 2 months for \$20, \$19.99 and yet it's charging me \$39.99. My phone number is 517-902-9873. The sale number is 40547464974. Thank you."

Corporate-Denied Refund Scenarios

Example Scenarios of Refund Request Denied:

X REFUND DENIED

Example 1: Forgotten Cancellation Request (Denied)

Name:	Natalie Garcia
Phone:	8433308134
Email:	tali2198@gmail.com
Location:	Thomason Boulevard
Message:	Hello, i only used my membership one time and that was when I purchased. I forgot to cancel my membership and I was wondering if I could get a refund. I did not use the membership at all.

Example 2: Same-Day Cancellation Dispute (Denied)

Name:	Chandra Riley
Phone:	(225) 252-9382
Email:	chandra.riley@yahoo.com
Location:	Pearland
Message:	Hello, I was charged on the same day my membership was cancelled. Please assist with a refund.

Store Exceptions

Refund decisions are at the discretion of store management and should be based on the specific circumstances of each situation. When evaluating a refund request, management may consider factors such as:

- **Multiple Memberships:** The customer was unintentionally enrolled in multiple memberships for the same vehicle.
- **Unclear Promotion:** Customer states they did not intend to enroll in a recurring membership, only used the wash on the date of purchase, and had no contact information on the account to receive the membership enrollment text or ongoing membership communication.
- **Outside Customer Control:** A service or transaction issue occurred that was outside of the customer's control.
- **Store Error:** A billing or enrollment error occurred at the store.
- **Documented History:** The customer has a documented history demonstrating the issue is valid.
- **Unique Circumstances:** Any unique circumstances that store leadership believes warrant an exception to provide a positive customer experience.

info

When in doubt, store management should partner with their Area Director or Regional Director before approving an exception.

Potential Store-Approved Refunds

Store-Discretionary Refund Policy

Refund requests related to incorrectly activated memberships, wash quality concerns, customer service experiences, or onsite incidents may be reviewed and processed at the store's discretion. **Refunds are strictly limited to charges within the previous 90 days.**

✓ REFUND GRANTED

Example Case: Account Error Resolved

Name: Michaelene Robey

Phone: (419) 890-6172

Email: mrobey1966@gmail.com

Location: Ottawa

Message:

Hi, I have been getting charged for 2 accounts for the past 12 months. April 2025-April 2026.. i recently discovered that after I had fraud on my debit card and was overlooking my banking information. The 39.99 plan was under my car. And there was a monthly charge of \$22.99 that was not my vehicle. The Ottawa ohio location checked a video and showed a vehicle under that plan and verified that was not under my vehicle. I dont understand how this happened and they tried to figure out what to do.. they did reimburse me for 3 months. I need reimbursed for the other 9 months. My phone # 419-890-6172 and my email is mrobey1966@gmail.com

Store - Denied Refund Scenarios

Out-of-State Cancellation Policy

Refund requests due to relocation out of state are not approved if the charge occurred prior to a formal cancellation request. Customers are responsible for canceling their membership before the next billing cycle drafted.

X REFUND DENIED

Example Case: Out-of-State Relocation

Hi Customer Service,

I have a new voice message:

From: CONROE TX - Fwd Customer Service, Ext. 10828 (936) 217-9855

Received: Tuesday, June 30, 2026 at 8:57 AM

Length: 00:25

From: (346) 367-2500 * 10828 Customer Service

Email Preview:

Hi, my name is David Barton. That's B as in Boy, ARTON as in Nancy. My phone number is 936-217-985. I have moved out of the state of Texas. You guys charged me 3599 this morning. I need a refund on that and cancel the membership as I'm not returning back to Galveston. Phone number again is nine three six two one seven nine eight five five. Thank you so much, bye bye."

Click on this message over your phone or log in to your [RingCentral account](#) with your main number, extension number, and password. You can also manage your voicemails in your RingCentral account.

Membership Retention Focus

Corporate and store teams are encouraged to utilize available retention offers when they provide a positive resolution for the customer.

Customer Retention Focus

While a refund may not be appropriate or available under policy, Corporate and store management are encouraged to consider retention opportunities whenever possible.

Approved Retention Options:

confirmation_number offering complimentary wash coupons.

card_membership Enrolling the customer in a current promotional offer, if eligible.

thumb_up Providing another reasonable service recovery gesture approved by management.

Priority Guideline

"When appropriate, retaining the customer and preserving the membership relationship should be prioritized over losing the membership, while remaining consistent with company policy."

Refund Permissions by Role

DRB

GM: May refund up to \$50

AD: May refund up to \$135

RD: May refund up to \$999

Patheon

Refunds are processed against the exact transaction, with GMs through RDs able to approve and process refunds.

NXT

Refunds are processed against the exact transaction, with GMs through RDs able to approve and process refunds.

ICS

Refunds are processed by the RD.

Guideline Requirement

Where applicable, the notes section of the POS where the refund is processed must be updated to include the refund reason, refund amount, and details of the communication provided to the customer.

Refund Processing Instructions

DRB:

1. From Terminal Controller -> Fleet
2. Corp Refund
3. Type in EE Pswd
4. Enter refund amount
5. Tender by arm cc
6. Terminate the account

Patheon:

1. Open the customer record
2. Under Transactions Select Refund
3. Enter Refund Amount
4. Select Confirm

NXT:

1. Open the customer record
2. Select Payment History Full Info
3. Refund Invoice

ICS:

Detailed email to Regional Director for ICS POS

Guideline Requirement

Note all refunds processed by the Corporate CS Team must be tracked on the Customer Inquiry Tracker and approved by CS Manager/Leadership



Corporate Use - Refund Denied - 1st Template

Hello <Insert Name>,

We received your recent request, thank you for reaching out.

In accordance with our Terms and Conditions, plan changes and cancellations must be requested at least five (5) days prior to the next recharge date. Our records indicate a recharge date of <Insert Recharge Date> and your cancellation request was received on <Insert Initial Cancel Request>.

Please note that our Terms and Conditions must be reviewed, acknowledged, and accepted at the pay terminal or online before a membership purchase or payment can be processed.

The Terms and Conditions are also printed on the purchase receipt and available on our website for reference: [Unlimited Speed Club Terms & Conditions](#)

Once a plan is canceled, customers may continue to use the service through the end of the current billing period. As the membership remained active during this time and provided full access to our facilities during operating hours, refunds are not provided for unused membership benefits.

We appreciate the opportunity to have served you as a WhiteWater Express member.

Thank you,

Customer Service

WhiteWater Express Car Wash

106 Vintage Park Blvd, Suite 100

Houston, TX 77070

(346) 367-2500

www.whitewatercw.com

Corporate Use - Refund Denied 2nd and Final Response Template

Hello <Insert Name>

We understand your concerns and have reviewed your account details.

As previously communicated, in accordance with our Terms and Conditions, plan changes and cancellations must be requested at least five (5) days prior to the next recharge date. Our records indicate a recharge date of <Insert Recharge Date> and your cancellation request was received on <Insert Initial Cancel Request>.

Please note that our Terms and Conditions must be reviewed, acknowledged, and accepted at the pay terminal or online before a membership purchase or payment can be processed.

The Terms and Conditions are also printed on the purchase receipt and available on our website for reference: [Unlimited Speed Club Terms & Conditions](#)

Once a plan is canceled, customers may continue to use the service through the end of the current billing period. As the membership remained active during this time and provided full access to our facilities during operating hours, refunds are not provided for unused membership benefits.

We understand this may not be the outcome you were hoping for. After a careful review of your account and the circumstances surrounding your request, we are unable to make an exception to our Terms and Conditions, and a refund will not be issued.

To avoid any confusion, this email serves as our final response regarding this refund request. We appreciate your understanding and thank you for giving us the opportunity to review your concerns.

We appreciate the opportunity to have served you as a WhiteWater Express member.

Thank you,

Customer Service

WhiteWater Express Car Wash

106 Vintage Park Blvd, Suite 100

Houston, TX 77070

(346) 367-2500

www.whitewatercw.com

Selling Unlimited Plans: Dos & Don'ts

Use these guidelines every time you offer a plan to a customer—whether connecting at the XPT or in the lot.

DO

- Use the approved pitch scripts when connecting with customers at the XPT and in the lot.
- Let the customer review and accept the terms directly on the screen.
- Clearly explain the value of the plan, including the recharge date and recharge amount.
- Collect the customer's phone number as part of the signup process.
- Print and provide a copy of the receipt after the signup is completed.
- Give the customer their welcome gift.
- Place the Fastpass RFID tag on the customer's windshield—never hand it to the customer. For NXT, confirm the license plate is correct.

DON'T

- Don't avoid or downplay the recharge. Customers should understand when they will be recharged and for how much.
- Don't take a customer's credit card and enroll them without their knowledge and recognition.
- Don't accept the terms on the customer's behalf. The customer must review and accept the terms themselves.
- Don't skip phone number collection.
- Don't forget to provide the receipt.
- Don't use false, misleading, or deceptive sales tactics.

Remember

"The customer should always understand what they are signing up for, what they are paying today, and what they will be charged in the future."

Ensuring clarity during the signup process prevents unexpected charges and future escalations.

How to Cancel a Plan

Goal: Understand their needs, offer helpful options when appropriate, and complete the cancellation correctly.

01 Talk With the Customer

Ask why they would like to cancel. Listen and understand their reason before taking action.

Common reasons:

- Moving / Cost / Not washing enough
- Not satisfied / No longer need

02 Review Their Plan

Verify active tier and check alignment with actual usage needs.

Examples:

- If tires aren't clean: suggest Ultimate Tires.
- If too expensive: suggest Deluxe Wax tier.

03 Respect Decision & Portal

If options are declined, respect their choice. Walk them through portal cancellation.

Crucial Action:

Stay with them to guarantee completion. Incomplete portal flow causes future billing and refund escalations.

04 Manual Desk Backup

If portal fails, cannot log in, or customer is unwilling: process at SAL or Manager's Desk.

After Submission:

1. Confirm request completion.
2. Print receipt and hand to member.
3. Ensure customer understanding.

Remember

"Listen Review Offer appropriate solution Respect decision Confirm completion Provide documentation."

The absolute priority is verifying completion to prevent unexpected future recharges.



Thank You!

One Process. One Standard. One Customer Experience.

for	Clear communication.
u	
sy	Consistent processes.
nc	
tre	Confident decisions.
ga	
sa	
vel	Fewer refund requests.
nti	
ing	
ma	Better customer experiences.
en	
tus	

Thank You!

Thank you for your partnership and commitment to delivering a consistent, positive experience for every customer.