

## **PRODUCT KNOWLEDGE-203 (PODCAST)**

### **Welcome**

Welcome to the Product Knowledge Development Module. In this module you will learn about the products, wash packages and amenities offered at the car wash. Please follow along and take note of any questions that you think of as we go through the information. Once you have completed this section, you can review the information and your questions with a manager.

### **Why**

The purpose of the Product Knowledge Development Module is to become knowledgeable about the products delivered through the car wash, our wash packages and the great amenities we provide so that you can effectively communicate with customers to answer their questions about the car wash.

### **What**

The following are the items you will need to become proficient in your knowledge of our products and services:

#### **List of Wash Products, Wash Packages and Amenities**

A list of all wash products, wash packages and amenities that we offer will allow you to review and study the information.

### **Educate**

Like with any cleaning process, there are a number of products that are used to achieve the desired cleaning outcome. Similarly, depending on the level of cleaning desired, you may choose from varying packages. As a car wash that's exactly what we are, a cleaning process offered at multiple levels of service. Cars come in dirty and they leave clean, dry and shiny.

Having a solid understanding of the products and services we offer is one of the most vital parts of working at WhiteWater. We not only want you to be familiar and knowledgeable about the products you are working with day-to-day, but we also want to enable you to explain those products to our customers. In addition to understanding our products, we must also know which products are used in each wash package. Each wash package includes different levels of cleaning performed in the tunnel, and it is important that we understand the differences between them. This ensures that we are able to answer customer questions about services and provide proper service recommendations.

It is important that we all answer questions regarding wash products, packages or amenities in a similar manner in order to avoid causing confusion. We want our customers to have a clear understanding of what each product and service provides, and that all starts with having consistent answers and explanations of our products and services.

### ***Wash Products***

We offer a number of different products in our washes, and each one plays an important role in the cleaning process. A clear understanding of each product, and its benefits, in the wash process is necessary to accurately explain the products to customers. Let's review

# PRODUCT KNOWLEDGE PODCAST

each of our products, benefits of each one and the best way to explain the product to customers.

## Wash

The Wash includes Bug Spray & Prep, Presoak 1, Presoak 2 and Rinse & Dry. Let's review each one:

### *Bug Spray & Prep*

A high pH product designed specifically to aid in dissolving organic soils and heavy bug residue on bumpers and windshields.

### *Presoak 1*

A high pH detergent designed to remove organic road film such as bugs and oils from the vehicle surface.

### *Presoak 2*

A low pH foam detergent designed to clean inorganic soils and to remove any alkalinity from the surface so that any applied waxes can adhere properly.

### *Rinse & Dry*

A three-stage rinse process that removes the remaining detergents or soaps to prepare the vehicle for the drying process which consists of multiple high-power blowers.

## Wheel Clean

A high-strength, high pH solution designed to clean the organic soils on tires as well as the wheels.

## Tri Foam

A high-foaming detergent designed to aid in further conditioning the high pH detergents into the surface to prepare the vehicle for any endline waxes and sealants.

## SuperShine

A fast-acting drying agent designed to create large beads of water to assist the dryers in efficient water removal.

## Rain Repellant

A rinse additive that helps repel rain and adds surface protection from all weather conditions.

## Tire Shine

A water-based product that leaves a high shine on tires with minimal sling.

## Carnauba Wax

A carnauba-based wax that leaves a polymer coating on the surface and leaves a hard wax shine and feel.

## Ceramic Smooth

A high foaming ceramic infused wax that provides a ceramic coating and results in a smooth, shiny, glass-like surface.

## Ceramic Shine

A ceramic-infused total body protectant that seals in the glass-like finish from the Ceramic Smooth and provides long lasting protection.

# PRODUCT KNOWLEDGE PODCAST

## ***Wash Packages***

We offer multiple wash packages that provide varying levels of service. While all of our packages produce a clean car, the higher-level packages offer increased cleaning, better paint protection and a longer lasting clean. Let's review each of our wash packages and the products they include.

### ***Rapid Wash***

The Rapid Wash is our base package wash and provides a light cleaning of the vehicle. The Rapid Wash includes:

- Wash
- Rinse & Dry

### ***WhiteWater Wash***

The WhiteWater Wash adds wheel cleaning, polishing, protective waxes and increased drying effectiveness. The WhiteWater Wash includes:

- Rapid Wash
- Tri Foam
- SuperShine
- Wheel Clean

### ***Class V Wash***

The Class V Wash adds an additional layer of protection from weather and other natural elements. The Class V Wash includes:

- WhiteWater Wash
- Rain Repellant
- Tire Shine

### ***Carnauba Gold Wash***

The Carnauba Gold Wash increases both the protection and shine of the vehicle's paint. This increased protection provides longer lasting results and a shine that won't fade. The Carnauba Gold Wash Includes:

- Class V Rapids Wash
- Carnauba Wax
- 3 Day Rain Check

### ***Ceramic Platinum Wash***

The Ceramic Platinum Wash is our top package and offers the maximum amount of cleaning and protection along with a showroom shine. The Ceramic Platinum Wash includes:

- Carnauba Gold Wash
- Ceramic Smooth
- Ceramic Shine

# PRODUCT KNOWLEDGE PODCAST

## ***Amenities***

At each of our locations, we offer a number of amenities that customers can use at no charge. We provide these items as a courtesy in an effort to ensure that customers are able to get their cars clean inside and out. Let's review each of our amenities.

## ***Vacuums***

Our free vacuums are WhiteWater's most popular amenity. The vacuums provide a quick and convenient option for customers to get the inside of their vehicle just as clean as the outside.

## ***Towels***

We provide towels for customers to use to remove excess water from their vehicles after the wash as well as clean the interior.

## ***Air Guns***

Air guns can be used for a variety of additional cleaning tasks. From blowing excess water from behind mirrors and out of door seams to blowing debris from underneath a seat.

## ***Mat Cleaners***

We offer both dry and wet mat cleaners. The dry mat cleaners shake out dirt that can become trapped deep inside of floor mats. The wet mat cleaner adds water and a shampooing solution to the equation to get floor mats their cleanest.

## ***All-Purpose Cleaner***

All-purpose cleaner is provided through our state-of-the-art spray stations. All-purpose cleaner can be dispensed from the spray stations onto a towel and used to clean the interior of the vehicle. The all-purpose cleaner can also be safely used on the exterior of the vehicle if a customer desires.

## ***Glass Cleaner***

Glass cleaner is also provided through our state-of-the-art spray stations. Glass cleaner can be dispensed from the spray stations onto a towel and used to clean the windows inside and out.

## ***Summary***

Every day we have hundreds of opportunities to interact with and educate our customers. In order to ensure that the customers receive consistent, accurate information, we must all be on the same page with the explanations of each product, service and amenity. Remember, it is important that we all answer questions regarding wash products, packages or amenities in a similar manner in order to avoid causing confusion. We want our customers to have a clear understanding of what each product and service provides, and that all starts with having consistent answers and explanations of our products and services. Together, we can all provide every customer with high-quality products and services, friendly greetings and consistent answers to all of their car wash questions.