

WHAT'S NEW

Thank You - Attendant Screen

To ensure all future membership signs up are legitimate, avoid A- codes, and properly confirm license plates at LPR sites, a screen will be added to all stores after the customer selects their membership plan type that instructs them to wait for an attendant to complete the transaction. This will only be necessary when the pay stations are not manned but will ensure proper customer service during new plan purchases.



THANK YOU!

An attendant will be with you shortly



If the pay station is attended, there is a hidden button that can be pressed to move the process forward.

TAG/LP# Match

After the Thank You screen, you will be prompted to either scan a membership sticker or confirm the license plate number.

**DOES THE TAG/LP# SHOWN BELOW
MATCH THE VEHICLE?**



WHAT'S NEW

Email Collection at Pay Station

To ensure customer information is captured, a screen will ask for both a phone number and email entry at the pay station, ensuring we collect additional member details if the enrollment form is missed/skipped.

Enter the email address. Press "Clear" to correct a mistake.

Enter Email

Clear . _ - + \$ & ←

1 2 3 4 5 6 7 8 9 0

Q W E R T Y U I O P

A S D F G H J K L @

Z X C V B N M .COM Enter

Press "Enter" when finished or "Clear" to start over.

The screen will autofill after the first letter for common email address domains

Enter the email address. Press "Clear" to correct a mistake.

Enter Email

WWE@GMAIL.COM

Clear . _ - + \$ & ←

1 2 3 4 5 6 7 8 9 0

Q W E R T Y U I O P

A S D F G H J K L @

Z X C V B N M .COM Enter

Press "Enter" when finished or "Clear" to start over.

Enter the email address. Press "Clear" to correct a mistake.

Enter Email

WWE@YAHOO.COM

Clear . _ - + \$ & ←

1 2 3 4 5 6 7 8 9 0

Q W E R T Y U I O P

A S D F G H J K L @

Z X C V B N M .COM Enter

Press "Enter" when finished or "Clear" to start over.

Distribution of Brochure

All new members should receive the brochure as it contains the terms and conditions of membership and the enrollment form.

WHITewater EXPRESS CAR WASH

UNLIMITED PLAN \$39⁹⁹ **SINGLE WASH \$22**
CERAMIC PLATINUM
Carnauba Gold Plus
CERAMIC PROTECTION
Smooth & Shine

UNLIMITED PLAN \$32⁹⁹ **SINGLE WASH \$18**
CARNAUBA GOLD
Class V Plus
CARNAUBA WAX GLOSS
3 Day Rain Check

UNLIMITED PLAN \$26⁹⁹ **SINGLE WASH \$15**
CLASS V
WhiteWater Plus
TIRE SHINE
Rain Repellent & Flash Dry

UNLIMITED PLAN \$19⁹⁹ **SINGLE WASH \$11**
WHITewater
Rapid Plus
WHEEL CLEAN
Super Shine & Tri Foam

RAPID WASH \$8
Wash, Rinse & Dry

WASH UNLIMITED & SAVE! Unlimited Speed Club
Join & start saving after your **SECOND WASH**

WHY JOIN OUR UNLIMITED SPEED CLUB? **Membership Perks**

- Great Amenities
- Exclusive Savings
- Fast Service
- Convenient Locations
- Affordable Plans
- Friendly Staff

TERMS & CONDITIONS

Includes WhiteWater Express Car Wash to charge my credit card account in the amount of \$_____ on a monthly basis for the _____ plan. I understand this account will charge authorization will amount to that until I cancel my monthly plan. WhiteWater Express Car Wash must be received 5-7 days before the next installment payment. I understand that WhiteWater Express may cancel or modify this plan at any time. Membership is per vehicle. WhiteWater also reserves the right to cancel membership based on customer abuse. RFID tags are applied to the front windshield and must be placed by a WhiteWater Express Car Wash employee. Tampering and/or removal of RFID tags will result in cancellation of membership. Plans will automatically renew if the monthly installment charge is declined after 28 days. Circumstances may affect the availability of services including, but not limited to, equipment failure, inclement weather, and closed holidays. Membership is for unlimited washes. If washing more than once a day, management will need to override. I understand that monthly rates may increase.

FREE AMENITIES INCLUDED WITH EVERY WASH

- Window Cleaner
- All Purpose Cleaner
- Free Towels
- Detail Air Guns
- High Power Vacs
- Mat Cleaners

WHITewaterCW.COM
EVERYDAY 7:30 AM - 8:00 PM

WHITewater EXPRESS REGISTRATION

FIRST NAME _____ LAST NAME _____
CITY _____ STATE _____ ZIP _____
PHONE _____
EMAIL _____
VEHICLE YEAR _____ MAKE _____
MODEL _____ COLOR _____

WHITewater MEMBER REGISTRATION

FIRST NAME _____ LAST NAME _____
CITY _____ STATE _____ ZIP _____
PHONE _____
EMAIL _____
VEHICLE YEAR _____ MAKE _____
MODEL _____ COLOR _____

Pay Station Membership Process

At the Pay Station

1. Select the appropriate membership
2. Press the “hidden” button on the Thank You screen
3. While in the same lane as the customer, remove a single membership sticker from the blocking envelope
4. On the Tag/LP# screen, press the Add FP Tag # button. The RFID reader will detect the sticker and add it to the transaction
5. Once added on the Tag/LP# screen, press the Yes button
6. Confirm the membership selection with the customer and select the appropriate membership
7. Enter the customer’s email address and press Enter
8. Enter the customer’s phone number and press Enter
9. Ask the customer if they would like to leave a tip for the team today. Make the appropriate selection
10. Swipe the customer’s credit card
11. Return the customer’s credit card
12. Apply the membership sticker to the inside of the windshield
 - If there are any issues with applying the membership sticker, direct the customer to meet a team member in the lot after their wash to apply their sticker
13. Select Yes when the “Print Receipt” screen appears
14. Give the customer their receipt along with a membership brochure
15. Ask the customer to complete the membership signup form at the bottom of the brochure
16. Instruct the customer to go to the vacuum lot after their wash, where a team member will deliver their welcome gift and collect their signup form



Vacuum Lot Membership Process

Post-Sale

1. Get a welcome gift from the office/lobby
2. Go to the vacuum lot and identify the new member vehicle
3. Greet the new member and deliver the welcome gift
4. Educate the customer on all our amenities and where they are located at the store
5. Retrieve the membership signup form from the customer
 - If the membership signup form is still attached to the brochure, tear off the form and return the brochure to the customer and point out the Terms & Conditions listed on the brochure
6. Close the conversation by reminding the customer of the key points of membership
 - Recurring charge
 - Costs less than two single washes
 - Wash unlimited at any location
7. Go to the lobby/office
8. Add the remaining customer information from the signup form to their account

