



New WashCAP Feature In SiteWatch® Opens Marketing Opportunities For Carwash Operators

Sell Washes From Retail Fuel Pumps At Your Site, Or From A Third Party Service Station

Now any carwash can enjoy the benefits of selling washes directly from retail fuel pumps -- even if it doesn't have pumps on site!

The SiteWatch POS System from DRB Systems offers a new WashCAP feature that allows customers to purchase washes quickly, conveniently and securely from any fuel pump, whether it's located at the carwash, or at a third party site.

How It Works

WashCAP issues a numeric code on the pump receipt that corresponds to the exact wash the customer purchased. When this code is entered at the carwash, SiteWatch calls up the wash bought by that customer. Once the wash associated with the ticket has been rendered, the code becomes invalid. This provides the operator with a high level of control.

Marketing Flexibility

Thanks to the powerful Replication Logic feature in SiteWatch, the same WashCAP coded receipt can be used at multiple locations. This provides operators with a high degree of flexibility when marketing washes from pumps. Here are just three examples:

- The operator who owns a convenience store/gas station can sell washes at the fuel pump for his or her tunnel wash at the other end of town.
- Operators can enter into co-marketing agreements with neighboring gas stations and have them sell washes from their pumps in exchange for a commission.
- Chain operators can issue wash code receipts from all of their fuel pumps and have them redeemed at any of their carwash locations.

WashCAPs enhances your customers' convenience by making it simple for them to purchase a carwash when they fill up their tanks. Customers can use this feature to order any option on your menu.

Broaden Your Customer Base

By working with third party fuel pumps, WashCAPs creates new opportunities to co-market your carwash with high volume service stations in your area. This increases the number of "touch points" your wash has with potential customers, helping you expand your market and attract new business. [Click here to read a DRB Systems E-zine article about the growing co-marketing trend.](#)

Randy Ernesti, owner of Buff-N-Glo Carwash in Buffalo, Minnesota, has used the WashCAPs feature in his SiteWatch system to implement a co-marketing campaign with a SuperAmerica retail fuel center near his site. Ernesti pays the service station \$1 for every wash sold from its pumps through WashCAPs. [Click here to read a case history of Buff-N-Glo's co-](#)

[marketing with Super America.](#)

According to Ernesti, Buff-N-Glo has increased gross sales by over \$3,000 a month. More than 350 customers have visited Buff-N-Glo every month after buying a wash at SuperAmerica's fuel pumps. Ernesti, who paid to install WashCAPs at the service station, says that the added revenues and traffic have made it well worth the investment.

"Selling washes at SuperAmerica has been an effective way to expand our market," he said, "and we couldn't have done it without SiteWatch." Click here to read a case history of how Buff-N-Glo has boosted dollars per vehicle and tunnel traffic with WASHCAPs.

Part of the SiteWatch POS System, the WASHCAPs option works with every major brand of retail fuel pump. For a free, no obligation demonstration of WASHCAPs, contact DRB Systems at 1-800-336-6338, or visit www.DRBSystems.com .

