

## Wash Select II™ & Wash Select II™ POS

### MARKETING FEATURES WITH PROGRAMMING INSTRUCTIONS

#### Code-Only Fleet Account

##### What it's all about:

When effectively placed in the marketing mix, fleet accounts can actually double your carwash business. With this Unitec feature, you can create as much fleet business as your "regular" carwash business. All it takes is a little extra work to set the fleet system in motion. So roll up your sleeves and read on. Here's how to create more business for your carwash.

You can set up fleet accounts as pre-pay or post pay. There are unique advantages to both approaches:

- **Pre-paid fleet accounts:** You collect the money up front and issue your fleet customer a code or a VIP Wash Pass to be used to access the carwash entry system. As a Standard fleet account, you program a particular number of a specific wash to an account (For example: 25 Ultimate Washes). You can also set up a Debit fleet account (For example: \$50 value on an account). The advantage here is that the customer gets to choose the wash. Pre-paid fleet accounts are always site specific.
- **Post-pay fleet accounts:** With this system, you bill your customers for their fleet accounts on a weekly, bi-weekly, or monthly basis. This involves a little more work than the pre-paid fleet account. You set up the post-pay account the same way as a pre-pay account. However, instead of collecting the money up front, you bill your customer based on usage. The usage information can be retrieved from the POS 4000 or the Wash Select II. Programming instructions for printing a transaction history for an individual fleet account are listed below.

##### Important System Differences:

With the Wash Select II / POS, fleet accounts can be set up in both the POS 4000 and the Wash Select II. However, the POS 4000 will not report the fleet account information that is set up and used at the Wash Select II. Also, the Wash Select II will only report a fleet account that has been set up in the POS 4000 as a "code used" when a customer enters in the fleet account number.

##### Marketing Tips:

- Store managers or district managers can market and sell fleet accounts. A company with a large number of stores or locations can choose to employ a full time Fleet Account Representative to sell and set up fleet accounts.
- Site owners or their attendants can sell fleet accounts. It's easy once you've

mastered the setup.

- To build your fleet business, recognize opportunities and seek out customers. Clearly explain the advantages. Go for businesses that have their names on their vehicles and explain the value of a clean car for their image.
- Here are some good customers to target: Car Dealers (new and used), Courier Services, Pest Control Companies, Heating & Cooling Contractors, Electrical Contractors, Small Rental Car Companies, City or Town Governments (Police, Public Works Departments, Inspections & Permits Divisions, etc.), and any large businesses that provide company cars for their employees.
- Here are some pricing examples: Take \$2 off the top wash when a fleet customer purchases 10 washes or more. Sell a fleet card or code with a \$50 value for \$40. If you only have three wash levels, add a fourth wash, which is not marketed to the public. Use this wash for your volume fleet account customers. A car dealer may only want a basic two-pass wash to clean the dust off. This can be sold for \$2 to \$3 per wash.
- Remember the cross selling advantages of fleet washes. Fleet wash customers may decide to buy their gas from you as well. If you have current fleet gas customers, ask for their vehicle wash business. Also, the fleet wash customer also comes into the store to purchase merchandise.

## For Carwash Owners Revenue Sharing at Petroleum Sites:

Fleet accounts can be more profitable for the carwash owner in the typical C-Store/Express Lube revenue sharing arrangement. If the carwash equipment owner also owns the carwash building, and is only paying a commission to the C-Store or Express Lube owners, he will not need to pay a commission on fleet accounts (making them more profitable).

**Important Note:** If fleet account information is stored in the Wash Select II memory, you cannot retrieve fleet information from the POS 4000 (inside the store).



## Programming Instructions for a Code-Only Fleet Account

1. Place the toggle switch at the top of the CPU board (main circuit board) in setup mode by moving it toward the back of the WSII case. (You can find the CPU board on the inside right wall of the WSII case.)
2. Using the keypad on the front of the Wash Select II door, scroll through the main menu by pressing the (3) key until the "Fleets and Coupons" option appears on the main display.
3. Press the (\*) key to enter.
4. The first option to appear will be "Add Account".
5. Press the (\*) key to enter.
6. Next the display will list three choices (1 = STD, 2 = Coupon, 3 = Debit).

STANDARD	COUPON	DEBIT
<p><b>A standard account is programmed with a specific number of uses for a specific wash (Ex. 10 of the top wash).</b></p> <p>7. Press the (1) key for "Standard" and press the (*) key to enter.</p> <p>8. You will be prompted to enter (1) for code or (3) for card. Press the (1) key for code.</p> <p>9. Enter the account number for the first fleet account. Account numbers must end in 0.</p> <p>10. Press the (*) key to enter.</p> <p>11. Enter the wash number (1-4, 4 being the most expensive). Press the (*) key to enter.</p> <p>12. Enter the price in cents format. This is the price for which you sold the wash. (\$5 would be entered as 500). Press the (*) key to enter.</p> <p>13. You will be prompted to enter (1) print a receipt or (3) don't print a receipt. Enter which one you prefer.</p> <p>14. Enter "Max Uses". This is the number of washes sold for this account. Press the (*) key to enter. The system will print a receipt of the added account if you have a receipt printer. Continue to follow steps 7-14 until you have programmed all fleet accounts.</p>	<p><b>A coupon account is programmed with a specific dollar discount, which will be applied every time the code is used. The discount may be set up to apply to all washes or a specific wash.</b></p> <p>7. Press the (2) key for "Coupon" and press the (*) key to enter.</p> <p>8. You will be prompted to enter (1) for code or (3) for card. Press the (1) key for code.</p> <p>9. Enter the account number for the fleet account. Account numbers must end in 0.</p> <p>10. Press the (*) key to enter.</p> <p>11. Enter the coupon value in cents format (\$1 would be entered as 100). Press the (*) key to enter.</p> <p>12. Enter the minimum wash number (1-4, 4 being the most expensive).</p> <p>13. You will be prompted to enter (1) to log uses or (3) not to log uses. Enter which one you prefer.</p> <p>14. Enter "Max Uses". This is the number of times the discount can be used for this account. Press the (*) key to enter. The system will print a receipt of the added account if you have a receipt printer. Continue to follow steps 7-14 until you have programmed all coupon code accounts.</p>	<p><b>A debit account is programmed with a prepaid dollar amount, allowing the user to choose their wash with each use.</b></p> <p>7. Press the (3) key for "Debit" and press the (*) key to enter.</p> <p>8. You will be prompted to enter (1) for code or (3) for card. Press the (1) key for code.</p> <p>9. Enter the account number for the fleet account. Account numbers must end in 0.</p> <p>10. Press the (*) key to enter.</p> <p>11. Enter the maximum value in cents format (\$25 would be entered as 2500). Press the (*) key to enter.</p> <p>12. You will be prompted to enter (1) print a receipt or (3) don't print a receipt. Enter which one you prefer.</p> <p>13. The system will print a receipt of the added account if you have a receipt printer. Continue to follow steps 7-14 until you have programmed all fleet accounts.</p> <p>14. After you have finished programming the fleet accounts, place the toggle switch at the top of the CPU board in "operate mode" by moving it toward the front of the WSII case.</p>

STANDARD	COUPON	DEBIT
<p>15. After you have finished programming the fleet accounts, place the toggle switch at the top of the CPU board in “operate mode” by moving it toward the front of the WSII case.</p>	<p>15. After you have finished programming the fleet accounts, place the toggle switch at the top of the CPU board in “operate mode” by moving it toward the front of the WSII case.</p>	



### **Programming Instructions for Printing the Transaction History for an Individual Fleet Account**

1. Using the toggle switch at the top of the CPU board, place the Wash Select II in setup mode by moving the switch toward the back of the Wash Select II case. (The CPU board is located on the inside right wall of the Wash Select II case).
2. Using the (3) key to scroll forward and the (1) key to scroll back, scroll through the main menu until the "Fleets & Coupons" option is displayed. Press the (\*) key to enter.
3. Use the (3) key to scroll until the "Print Trans Hist" option is displayed. Press the (\*) key to enter.
4. Press (1) to select an Individual Account.
5. Enter the Account number. If it is a card-based account, the account number can be entered by swiping the card, if available.
6. Select (1) to print only the transactions within a specified date. You will be prompted to enter the Start and End dates for the report in MMDDYY format. To print all records press (3).
7. Printing will begin when the (\*) key is pressed.