

Wash Select II™ & Wash Select II™ POS

MARKETING FEATURES WITH PROGRAMMING INSTRUCTIONS

Coupon Code

What it's all about:

A coupon code is simply a fleet account code that is set up to give the customer, or a group of customers, a discount every time they use the carwash. It can be programmed for any dollar amount and can be programmed to work with every wash, or just certain washes.

Marketing Tips:

- Coupon Codes are the perfect cross merchandising tool to use with other local businesses. Arrange for nearby Tire Centers, Quick Lubes, Restaurants, Grocery Stores, or Banks to hand out one of your flyers with a coupon code for a discounted wash to each customer at the check out counter.
- Many carwash owners are asked to help charities and school groups raise money. The use of the coupon code provides the means for groups to make money without holding charity washes on your lot (eliminates liability at your site) or actually collecting money from customers. The group can make a flyer advertising the charity and amount of money (or % of wash price) being donated, and include a coupon code on the flyer. At the end of the month, you can verify the number of code uses and send the charity a check. Or, you can invite the local paper to your wash for a picture of you handing out the check to the charity (great PR!) As an added bonus, you could have multiple groups running different coupon codes at the same time.
- Promote your carwash quickly to a specific target market through direct mail. Use coupon code discounts with your Valpak, Penny Saver, and other direct mail programs.



Programming Instructions for the Coupon Code

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).
7. Press the (*) key to enter.
8. You will now be presented with three options 1=STD, 2=COUPON, and 3-Debit. Press the (2) key for COUPON, and then press the (*) key to enter.
9. Press the (1) key for code.
10. Enter the account number and then press the (*) key to enter. The account number must be at least 4 digits long and end with a 0.
11. Enter the Coupon Value – this is the amount of the discount allowed. Press the (*) key to enter.
12. Enter the Minimum Wash Number – this is the lease expensive wash that may be purchased using this account number. Press the (*) key to enter.
13. You will now be presented with 2 options, 1=Log uses and 3=Do not log uses. Enter your choice.
14. Enter Max Uses – Enter the number of times the account can be used and then press the (*) key.
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.