

Wash Select II™ & Wash Select II™ POS

MARKETING FEATURES WITH PROGRAMMING INSTRUCTIONS

VIP Wash Pass™ Card

What it's all about:

If you are actively selling new fleet customers, the VIP Wash Pass is an attractive way to present the advantages of the fleet account. The VIP Wash Pass may also be used as a gift card when programmed as a monetary-based account. Cards are a familiar, comfortable and convenient method for consumers to access a service. Sell your potential fleet customer on the added value benefits of providing each of his employees with a personal Wash Pass card. In addition to gaining employee satisfaction, your fleet customer will be able to track the wash usage of each employee.

Wash Passes can be programmed as either a Standard or Debit Style Card in the Wash Select II / POS. With the Wash Select II / POS, VIP Wash Passes can also be programmed as a coupon card. With a coupon card, the customer receives a card with a specific number of uses good for a specific dollar amount off of a wash purchased at the entry system. The dollar amount can be programmed to apply to one or all washes.

Setting up the VIP Wash Pass is easy. The card is programmed at the entry system while in the management mode. The card can also be programmed at the Wash Select II using Pass Cards and profiles. See Pass Card and Pass Code programming instructions for more details on setting up pass cards.

The Wash Select has the ability for site owners to charge a customer's credit card for VIP Wash Pass card purchases. Fleet accounts and VIP Wash Pass cards may be set-up through the management function of the Wash Select II unit or through the POS4000. A pass card may be used to easily access the management set-up functions in the Wash Select II.

Marketing Tips:

- Sell the VIP Wash Pass like a pre-paid phone card. The site attendant can sell the card to customers waiting in line, or cards can be dispensed out of an electronic vending machine. In a C-Store environment, set up Point-Of-Purchase displays and signs in the store. Hang a large, colorful exterior banner to promote the advantages of the VIP Wash Pass Card.
- Promote Wash Passes as stocking stuffers, gifts for Father's and Mother's Day, and other holidays.
- Sell the Wash Pass to car dealers to give to their new customers (a great way to keep a new car owner happy).
- Sell to charities and non-profits to use as fundraisers.
- Take advantage of Unitec's Customized VIP Wash Pass. This is a great way to promote your site and brand your company image and location. Your logo, photograph and address can all be printed on the customized card.



Programming Instructions for the VIP Wash Pass™

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>A standard account is programmed with a specific number of uses for a specific wash (ex. 10 of the top wash).</p> <p>7. Press the (1) key for "Standard Fleet" and press the (*) key to enter.</p> <p>8. You will be prompted to enter (1) for code or (3) for card. Press the (3) key for card.</p> <p>9. Next the unit will request an account number. Insert the card into the card reader – this will enter the number on the card as the account number.</p> <p>10. Enter the wash number (1-4, 4 being the most expensive). Press the (*) key to enter.</p> <p>11. You will now be prompted to</p>	<p>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.</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 (3) key for card.</p> <p>9. Next the unit will request an account number. Insert the card into the card reader – this will enter the number on the card as the account number.</p> <p>10. Next you will be prompted to enter a minimum wash # (this is the least expensive wash the coupon will be valid for – 4 being the most expensive). Enter the appropriate number. Press (*) to enter.</p> <p>11. Now you should be given 2</p>	<p>A debit account is programmed with a prepaid dollar amount, allowing the user to choose their wash with each use.</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 (3) key for card.</p> <p>9. Next the unit will request an account number. Insert the card into the card reader – this will enter the number on the card as the account number.</p> <p>10. Now you will be prompted to enter the "Max Value" (this is the total dollar value of the account). Enter the appropriate amount in cents format (\$25 would be entered as 2500) and press the (*) key to enter.</p> <p>11. You will be prompted to enter</p>

Unitec's Guide to Successful Carwash Marketing



STANDARD	COUPON	DEBIT
<p>enter the sale price per wash. Enter the dollar amount in cents format (\$5 would be entered as 500). 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. Next you will be prompted to "Enter Maximum Uses". Enter the number of washes that will be available for the customer's use (1-9999). Press the (*) key to enter. If you have the printer option, the thermal printer should print you a receipt showing the added account.</p> <p>14. After you have finished programming the VIP Wash Pass Cards, 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>options (1=LOG USES and 3=DON'T LOG USES). Make the appropriate choice for your accounting needs.</p> <p>12. Next you will be prompted to "Enter Maximum Uses". Enter the number of washes that will be available for the customer's use (1-9999).</p> <p>13. Press the (*) key to enter. If you have the printer option, the thermal printer should print you a receipt showing the added account.</p> <p>14. After you have finished programming the VIP Wash Pass Cards, 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>(1) print a receipt or (3) don't print a receipt. Enter which one you prefer. The unit will automatically go back to the "add Account" prompt.</p> <p>12. 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>