

# ReachFree ID<sup>®</sup> by Unitec

## Build volume, revenue and customer loyalty.

ReachFree ID<sup>®</sup> is a Sierra Software\* house account application that efficiently builds volume and revenue by providing subscription-based accounts to loyal customers. This technology is ideal for businesses that feature in-bay automatic or tunnel washes that have capacity to grow and increase car wash throughput on a daily basis.

### Streamlined Process

RFID allows customers to access your car wash quickly and easily through use of a tamper-resistant window tag, which is linked to a subscription account. Subscribers don't have to have cash or credit cards in hand to utilize your services. And by eliminating interaction with the pay station, ReachFree ID creates safe, contactless transactions for customers.

### Increased Revenue Potential

RFID provides a guaranteed source of income for car wash owners. Because subscribers commit to a monthly fee for your service, your profits are essentially unaffected on days or weeks when the weather conditions keep your customers away. Additionally, RFID promotes frequent use of your wash, leading to additional, consistent revenue for your business.



### Flexible Access

Accounts can be set up to allow customers to access your wash on an unlimited basis, with customizable use parameters determined by you as the owner. Fleet customers can take advantage of a post-use billing system, which charges based on usage. Recurring billing functions can be arranged through credit processors.