

# With SiteWatch<sup>®</sup>, Your Receipts Can Deliver A Personalized Message To Each Of These Customers.

**LP# KJL3253-OH**  
 Thanks for visiting us. Our records show that this is your first visit with us. Complete the following information, turn it in to our cashier, and receive \$1.00 off your purchase today.

Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Z: \_\_\_\_\_  
 eMail: \_\_\_\_\_

**LP# PPK38**  
 Our records show that it has been more than 6 months since you've visited us. Thanks for coming in - return this receipt within 30 days and get \$2.00 off our Works car wash.

Tax	8.95
Total	0.00
Cash	26.05
Change	0.00
	26.95
	50.00
	23.95

**Club # 50232**  
 Thanks for being a member of the Beachcombers Club. You saved \$2.90 by being a club member today.

*First-Time Customer*

*VIP Club Member*

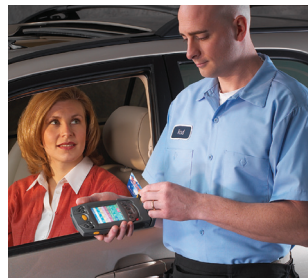
*Hasn't Been To Your Wash In Over 6 Months*

All customers are not the same, so why should they get the same cash register receipt? With SiteWatch<sup>®</sup>, they don't have to. Our Intelligent Receipt Messaging feature lets you personalize your receipts with messages that are tailored to individual customers based on a wide variety of factors such as the date of last visit, VIP Club membership, prepaid account status, or the type of wash option purchased. Here are just a few of the ways this powerful SiteWatch<sup>®</sup> feature can help turn your receipts into sales tools:

- **Get New Customers Off To A Fast Start** - Use your receipts to offer first-time customers special incentives to return, such as a free upgrade on their next visit.
- **Stimulate Repeat Business** - Give customers who haven't been to your wash within a certain time frame (for example, 30 days) a frequency discount offer on their receipts.
- **Encourage Customers To Trade Up** - Have your receipts offer a discount on the upgraded wash option.
- **Increase VIP Club Enrollment Or Prepaid Sales** - Promote these options on your receipts for folks who aren't currently members.
- **Cross-Promote Different Profit Centers** - Offer carwash discounts to quick lube customers and oil change deals to carwash customers.

## INTELLIGENT RECEIPT MESSAGING HELPS NORTHEAST CARWASH BOOST REVENUES BY 82 CENTS A VEHICLE

*This full-service gave a \$1 discount on its best package to any customer who purchased a lesser option. Customers had to use their receipt coupons within 30 days to take advantage of this offer. As a result, the carwash not only generated more sales of its best package, it also increased the frequency of customer visits. Ask your DRB Systems representative for details about this success story.*



SiteWatch<sup>®</sup> will automatically tailor receipt offers to individual customers based on rules that you established, without depending upon the action of employees. This allows you to run traffic-building and volume-building receipt promotions without paperwork and without sacrificing control. For more information call DRB Systems at **1-800-336-6338** or visit [www.DRBSystems.com](http://www.DRBSystems.com)

