

How To Increase Sales Without Washing More Cars – And Complete Transactions Faster.

SELL PREPAID CARDS WITH DRB SYSTEMS.

You already know that prepaid cards build customer loyalty. But the benefits of prepaid selling with your DRB Systems cash register system don't stop there. Prepaid cards will also do things like:

Increase Dollars Per Vehicle.

Prepaid card customers spend more when they visit, because they're less price sensitive than cash or credit card customers. Instead of focusing on cost, they're concentrating on what they want to buy. And, since "cash on hand" is never an issue, prepaid customers are more likely to buy that extra service when they visit your carwash on the way to the supermarket.

SITEWATCH™ FROM DRB SYSTEMS MAKES IT EASY TO MANAGE PREPAID CARD SALES.

With SiteWatch™, prepaid cards have no value until they are entered into the cash register system as part of a sale. So you don't have to treat unsold cards like cash, locking them up and counting them at the end of every day.

SiteWatch™ will automatically assign value to cards (per your instructions), then deduct from this value as cards are used. Nothing is left to the discretion of employees, so your prepaid sales are protected against fraud and abuse. SiteWatch™ will also alert employees and customers when a prepaid card's value is running low. The system allows you to re-energize prepaid cards, so they can be used again.



SiteWatch™ from DRB Systems will send updated prepaid account information to all of your locations throughout the day. This allows you to run chain-wide promotions, without sacrificing control.

Complete Sales Faster.

It takes much less time to complete a prepaid transaction. Prepaid customers don't pause to count change, and they don't hold up your line looking through pockets for that final quarter to find the exact amount. No wonder Starbucks™ found that prepaid card holders spend 4 seconds paying for purchases, compared to 20 seconds for other customers.

Improve Your Cash Flow.

Selling prepaid cards provides extra cash up-front. Plus, a percentage of your cards will not be fully redeemed, providing extra cash to make your prepaid offer more attractive to more customers.

What's Next?

Learn how to put the power of prepaid cards to work for your carwash.

Call 1-800-336-6338

CONSIDER STARBUCKS™

The coffee chain sold 5 million prepaid "Starbucks Cards (valued from \$5 to \$500) within seven



months of its debut. Prepaid cards now account for 6.5% of their transactions. Analysts credit the success of the prepaid program with a 7% to 8% increase in same store sales at Starbucks.

– Wall Street Journal

PREPAID CARDS REALLY WORK

That's why prepaid card sales have increased between 11% and 15% annually since 1993.

– Providence College Study



DRB Systems, Inc.