

# How To Keep Your Customers Coming Back:

**SELL THEM PRE-PAID CARDS WITH SITEWATCH® FROM DRB SYSTEMS.**



OUR NEW WINDOWS-BASED POS SYSTEM CONTROLS CARD SALES WITHOUT PAPERWORK.

**W**ouldn't it be nice if your customers bought three, four or more oil changes at a time? Many of them will, when you run pre-paid card promotions with the new *SiteWatch*® POS System.

Selling pre-paid cards locks in repeat business.

By paying in advance for services, pre-paid customers make a commitment to your business, so they're less likely to shop around at other quick lubes. Plus, the money you receive "up front" from card sales provides you with something that's always good to have – extra cash flow.

#### **It's A Win-Win Situation**

Busy customers will like pre-paid cards too. They'll appreciate the convenience of saving money on your services (from the pre-paid discounts you award), without having to clip coupons or search the mail box for postcards.

#### **How SiteWatch® Controls Card Sales**

*SiteWatch*® protects cards from abuse, without adding to your paperwork. Here's how our controls work:

Pre-paid cards are activated only when they've been entered into the computer as part of a transaction. Until they're sold, cards are just "dumb" pieces of plastic that aren't worth



*The same pre-paid card can be recharged and used again with SiteWatch.*

stealing – so they don't have to be treated like cash and counted at the end of the day.

*SiteWatch*® automatically maintains pre-paid files. Our system adds and deducts oil changes (or dollar values) from pre-paid accounts as transactions are made, without requiring action on the part of your staff. This eliminates the chance of employee error or abuse.

#### **Cards Are Reusable With SiteWatch®**

With *SiteWatch*® you have the flexibility to run pre-paid promotions any way you like. Pre-paid offers can be for a specific number of oil changes, or a dollar value (such as: pay \$110 for \$125 of services). *SiteWatch*® also "recharges" pre-paid cards, allowing customers to use them again. Our POS terminal shows your technicians each pre-paid account balance, so they can re-sell the customer when the card is about to run out.

#### **Pre-Paid Cards Good Chain-Wide**

*SiteWatch*® sends pre-paid account information to all sites within minutes of a transaction. So pre-paid files are always current throughout your chain. This allows you to run pre-paid promotions chain-wide, whether you have 2 or 200 locations.

#### **The SiteWatch® Advantage**

The ability to handle pre-paid cards is only one advantage that sets *SiteWatch*® apart. Others include:

- Fast, user-friendly touch screen terminals.
- Suggested selling prompts that change as the job progresses.
- Sales & labor stats updated at headquarters every 30 minutes, all day.
- Manage the chain from the office – fleets, prices, even employee info can be changed anywhere and distributed anywhere, automatically.

For more information, call DRB Systems at **1-800-336-6338.**



**DRB Systems, Inc.**

COMPUTER SOLUTIONS FOR THE CAR CARE INDUSTRY

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