

SiteWatch®

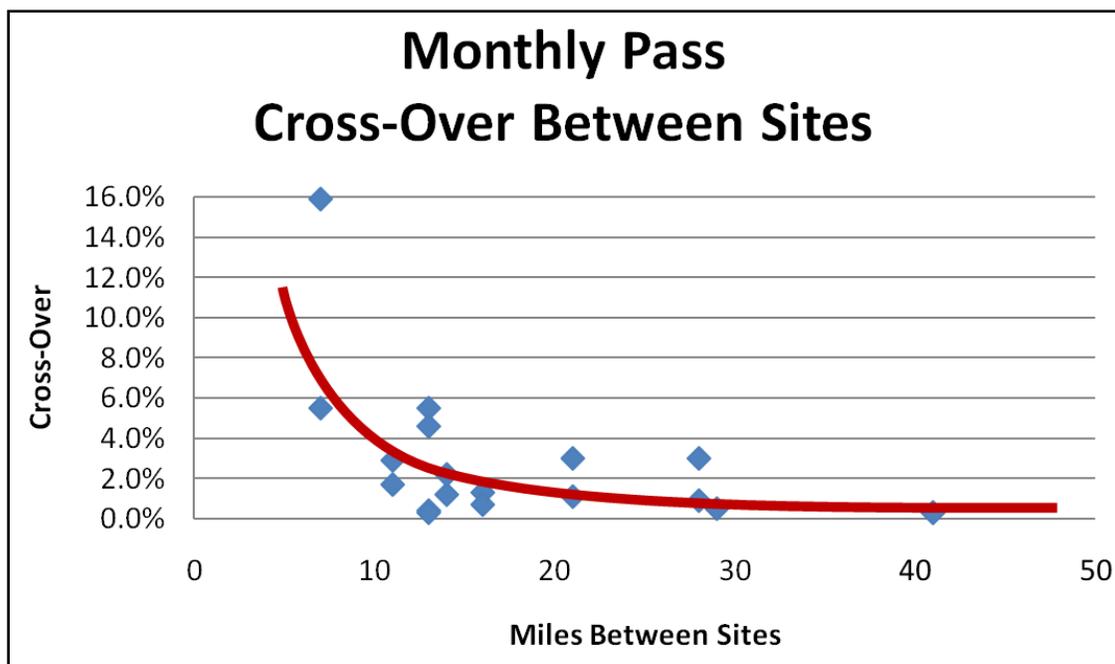
Automatic Recharge Module®

When a consumer buys an unlimited wash pass, what is the likelihood of them using that pass at more than one site?

The owner of nine exterior car washes in the mid-Atlantic region has been selling unlimited wash passes for more than a year using the SiteWatch point-of-sale system from DRB Systems. Each month, the SiteWatch Automatic Recharge Module (ARM) automatically charges the consumers' credit cards according to the unlimited wash plan that they signed up for.

One question that is sometimes asked is "Do consumers buy the pass at one site, and use it at other sites?" The obvious answer – and one that makes sense – is that "it depends on how far apart the sites are." But, let's see what the numbers tell us.

The distance between sites at this organization varies from 7 miles up to 338 miles apart. We looked at the unlimited wash passes sold at each site, determined the total number of washes claimed on those passes, and then calculated the percentage of those washes used at other sites (aka, "cross-over"). In the following chart, the blue dots show the observed cross-over percentages based on the distance between the sites. The red trend line gives an easy visual indicator of how the distance between sites affects that cross-over percentage.



What we found is that there is a noticeable cross-over when sites are 15 miles apart, and the cross-over activity increases significantly as the sites get closer together. We also found that there is very little cross-over once sites are more than 30 miles apart. It is virtually non-existent when they are 100 miles apart.

The above chart analyzes information for one organization only, but it does give an indication of what you might expect if you are building multiple sites.

Some additional information about this organization:

- All consumers self-pay at the SiteWatch Xpress Pay Terminal.
- Unlimited pass consumers are given a FastPass RFID tag that recognizes them and automatically opens the gate as they drive up.
- When a consumer first signs up for the unlimited plan, they wash an average of 6.7 times in that first month. By month two, that drops to an average of 5.2 times. By month nine, these consumers are averaging 4.5 washes per month – about once a week.
- More unlimited wash consumers wash on Thursday than any other day of the week.

This carwash owner continues to sell unlimited plans each month. He has just recently incented his salespeople to focus their sales efforts on unlimited passes, which has increased the number they sell. The unlimited pass consumers accounted for about 5.8% of all washes for the first quarter of 2009, and that number is increasing as more passes are sold.



Consumers like the touch-screen capabilities of the SiteWatch Xpress Pay Terminal



Harold Guthrie, denizen of the digital world, is the DRB Systems numbers guy. A graduate of the University of Akron with a degree in mathematics, Harold toiled for IBM before he came to our company in 1994.

A consummate numbers guy, he has conducted numerous engineering studies on a wide variety of SiteWatch products. When it comes to figuring out the meaning of figures, Harold is clearly our number one choice. He can be reached at 800-336-6338.