

Automatic Recharge Module®

Lock in loyalty by automatically renewing plan memberships

The Automatic Recharge Module (ARM®) is an add-on feature of SiteWatch® that supports the retention of plan members. ARM renews wash plans by automatically charging members' credit cards monthly. This saves both you and your customers time and reduces plan drop-offs, allowing you to generate steady, weather-resistant revenue.

Features

- Eliminate the manual transactions that inconvenience customers, create burdensome paperwork and invite internal fraud.
- Prevent pass sharing. ARM ties each monthly pass to a specific vehicle. Vehicles can be identified by FastPass® Tag, vehicle barcode or license plate number.
- Provide a variety of plan options. ARM supports multiple plans.
- Customize renewal dates. Plans can be renewed on anniversary date rather than the first of the month to eliminate prorating.
- Get daily reports. Track the number of passes of sold, the number deactivated and the number of washes redeemed by members.



IndustryWatch® stats show that sites with ARM have 70% higher volume than those without.*

For example, WashWorks Express in Manchester, OH, saw a 73% increase in revenue a year after implementing ARM.

* IndustryWatch data is anonymously collected from DRB customers using StatWatch® and used for analysis.