



+



FlexWash

CHALLENGE



With a rapidly scaling multi-site operation, that washes thousands of cars a day, Glide Xpress needed to make real time data driven decisions. However their existing solutions were not properly capturing customer behavior patterns. As a result their decision making process lagged months behind the data.

SOLUTIONS



Glide brought on FlexWash with one goal: Help us make real time data driven decisions instead of being behind the ball. They needed realtime tracking for revenue/wash trends, average customer visit rates, and employee level performance. The faster they could analyze this data the better decisions they could make, at both individual sites and across the entire organization. Key features used include:



POS Backed
CRM



Assisted
Upselling



Promotional
Reporting



In Depth
Analytics



Employee Level
Metrics

IMPACT



Results:



\$750K+

Saved on 7 new sites



2,000+

New Members



\$70K+

Monthly Revenue



100K+

Vehicles Tracked



20+ HRS

Weekly Time Savings





MAKE YOUR DATA ACTIONABLE!

"With FlexWash we are able to track all of our key KPI's in real time in order to make data driven decisions."
Shawn Peterson, VP Glide Express

POS + CRM = DYNAMIC OFFERS

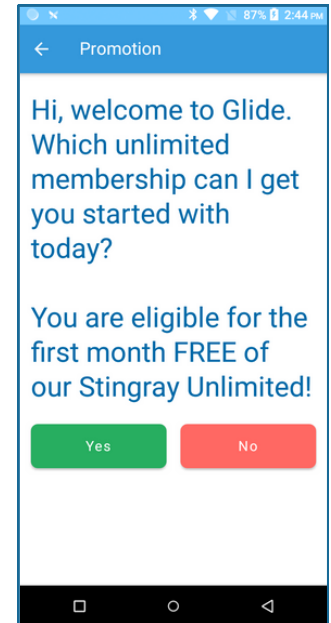


Glide wanted to offer unique promotions based on a customer's wash history. Never been a member before? Offer the first month FREE. This is a standard offering at Grand Openings across the industry, but why not continue offering this to anyone who has never been a member?

With FlexWash's integrated LPR cameras license plates are tracked for both members and single washers. With the built in CRM FlexWash made it so Glide could offer this only to customers that had never signed up.

Data tracking is built into the natural flow of the checkout in FlexWash. This is critical to ensure high volume sites process at their required speeds and employees are not caught up collecting data.






Capturing customer wash patterns was one critical piece. The other was tracking individual sales attendant performance. With FlexWash each sale is attributed to an employee. This gave Glide conversion to member data at an individual employee level. With FlexWash, Glide automatically tracked site wide & individual employee goals and hit the company targets.



Sales Leaderboard

83%

308 Members to go
28 days left

Employee	Single Washes	Conversion Rate
 Micah Sprague	3	33%
 Brian Stanfield	13	23%
 Caitlyn Wesson	431	20%
 Michael Zick	593	19%
 Alanna Ruark	551	18%

RESULTS



1 MONTH

Promotion Time



2 X

Conversion Rate



2,000+

New Members



\$70K+

Monthly Revenue



FlexWash



flexwashtech.com

BOOK A DEMO TODAY!

LOW, TRANSPARENT PRICING

\$35K Upfront (2-Lane Site) + \$550/mo

*Controller not included