



HOW WIZ-TEC HELPED A CALGARY CAR WASH

INCREASE
AVERAGE
CUSTOMER
SPENDING



92%



Size

- 1** Automatic Car Wash
- 7** Self-Serve Bays
- 1** Detailing Centre
- 7** Vacuums

Problems

- Low spending in self-serve bays
- No contactless payments
- In-bay idling without payment

Solutions

- 7 ZoomOne Units
- 1 ONICS Auto teller
- 1 iPOS point of sale system

Go Detail and Express Wash (Go Detail)

Go Detail is a car wash in northeast Calgary, Alberta, Canada. It has been operating under new ownership since January 2019 and has since been the flagship pilot site for Wiz-Tec's new car wash technologies. The owner, **Doug Garratt**, has over 35 years of experience in the car wash industry and is committed to finding ways to improve and optimize his business.

Modern Solutions for Old Problems

Doug's operation is located in an area with a preference for coin and cash usage. This led to low average spending and frequent idling in bays by his customers. Another big issue facing Go Detail was the threat of swipe payment mechanisms being discontinued due to safety concerns.

“IT'S EASIER TO GET AN EXISTING CUSTOMER TO SPEND MORE MONEY THAN GETTING A NEW CUSTOMER TO COME IN.”

	In Bay Automatic	Self-serve bays
Before	Cash and credit swipe	Coin and credit swipe
After	Debit/credit tap & chip, credit swipe, code entry, and gift cards	Debit/credit tap, coin, and credit swipe
Results	UP 10% in average automatic car wash sales	UP 92% in average self-serve bay spending

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80% OF THE TIME, CUSTOMERS THAT PAY WITH CARDS NOW GO FOR THE TOP-TIER OPTION IN THE AUTOMATIC WASH



The Results of Modernizing

Doug was initially hesitant about the idea of removing cash from his automatic wash due to his customer base having a strong preference for those transactions. After the installation of the Automatic UX teller in December 2019, however, **Go Detail saw a 10% increase in sales** because according to Doug, "80% of the time, customer that pay with cards now go for the top-tier option in the automatic wash."

In January 2020 the ZoomOne units were installed in the self-serve bays as the top option for customers using credit and debit cards. This created a new revenue stream for Go Detail and the installation of debit and tap payments in the car wash saw **the \$4 average ticket increase up to \$7.66**. This change **produced an increase of over 92% in spending per self-serve wash**. Doug explained, "It's easier to get an existing customer to spend more money than getting a new customer to come in." Since the ZoomOne units are count up enabled, it meant that customers were no longer rushing to beat the clock to get their wash done. It also meant that non-paid idling and dollar washers were discouraged from that behaviour due to the starting fee and count up timer.

Keeping Up with Trends

Not only is EMV now a regulatory requirement, it's also a consumer preference. EMV payments make customers feel more secure about their transaction and also take far less time than coin counting or getting change. **Approximately 40% of Go Detail's self service bay revenue came from card usage** in the past quarter so replacing old and unsafe swipe payments was an essential upgrade. Once swipe mechanisms are gone, chip payments will naturally replace them and customers will have a safer and more enjoyable wash experience.

For a more detailed study into this operation, [download](#) the full case study.



WIZ-TEC
COMPUTING TECHNOLOGIES

Contact our sales team to learn more about WIZ-TEC's car wash payment technologies.

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