



HOW WIZ-TEC INTRODUCED EMV CERTIFIED DEBIT AND TAP PAYMENTS TO A BC CAR WASH

WATER AVENUE CAR WASH

"MY EXPERIENCE IN THE PAST YEAR [IS]: BECAUSE OF CARDS, 65% OF CUSTOMERS CHOOSE [THE] TOP TWO SUPER WASHES."

Water Avenue is a car wash across from the Fraser River in Hope, British Columbia, Canada. It operates under the management of owner Case Bosch as a mostly unattended 24-hour operation that is open all year round. Wiz-Tec's advanced car wash payment and real-time control technologies were installed in August 2019 as a retrofitted solution to an old Unitec system for one of the automatic touchless car washes on the site. Case's main reasoning for installing the Wiz-Tec system was the addition of debit and tap capabilities for his automatic wash.

Outcomes:

65%

customers increased their spending per wash **by 4%**

Debit and tap availability

EMV certified payment point

Time savings from less cash and token sorting



Spending Per Car in the Touchless Automatic Wash

Before \$12.40 average
Customers tended to choose all the options available

After Over \$13.00 average
Customers now regularly choose the top 2 Super Wash options

Results 65% of customers now chose the top 2 wash options and increased their spending by 4% per wash

Site

2 Automatic Touchless Washes

Issues

- Lack of debit
- No contactless payments
- No EMV certified payments

Solutions

- iPOS Point of Sale System
- ONICS Auto Teller retrofit



I STRICTLY DEAL WITH [ONE OF YOUR TECHNICIANS] AND HE ALWAYS FINDS A SOLUTION.



Debit and Tap Payments Made Simple

The shift to EMV certified technology has made it necessary for all retailers and businesses to comply with the new regulations by October 2022. swipec mechanisms limit the methods of payment merchants like Case can accept because of their inability to accept debit payments which have been growing in popularity throughout Canada as the preferred alternative to cash purchases. However, older demographics are still apprehensive about using card payments so Case kept the Unitec Teller in place for his second automatic bay for customers preferring cash.

Contact our sales team to learn more about the ONICS line, Wiz-Tec's advanced car wash payment technologies.

wiz-tec.ca
1-866-361-7846

Results-oriented Solutions

While the old Unitec system running in tandem is the main payment point used for cash, credit, and code entry purchases, the new ONICS Auto teller system is regularly used by customers paying via debit or credit. This has led to a 4% increase in spending per car at the automatic wash with the Wiz-Tec system. Owner Case Bosch explained, "My experience in the past year [is] because of plastic cards, 65% of customers choose [the] top two Super washes." This observation is quite in line with trends observed by Payments Canada in a 2019 survey about preferred payment methods across the country. They state that contactless debit payments are replacing small cash payments and that the average debit transaction for Canadians has increased to about \$42. To put it simply, cash allows customers to budget better, but the instant access to all their funds through their debit cards enables them to spend more than they usually would.

Another benefit observed in the migration to the Wiz-Tec system is the time saved by removing cash and tokens from the transaction equation. While having the option for customer to pay cash is meant to capture all revenue streams, this payment option requires the emptying of machines, sorting of coins and tokens, counting, and depositing. With the removal of coin and token acceptance on the ONICS Auto teller, Case has been able to save valuable time that he can spend on other projects. "Having debit is the way to go, we spend a lot less time making change and buying back Carwash Tokens."

Maintenance and Service

All iPOS connected Wiz-Tec products come with a service and support package for clients. This is especially important to businesses, such as car washes, that rely on peak times with high volumes of customers for the bulk of their business. Upon the installation of the ONICS Auto teller, there were a few issues involving the wireless connectivity with iPOS but those issues were quickly resolved by members of the service team. Because no system is perfect, it is important to have a team of professionals backing the products they provide. Case has been able to bring up any issues that arise with a specific technician and he noted that a solution is always found when needed.

