

# SUBSCRIPTION ON CAR WASH

Use our technology platform  
to captivate your customers



# CAR WASH SUBSCRIPTION

## IDEAS TO GO EXPLAINED

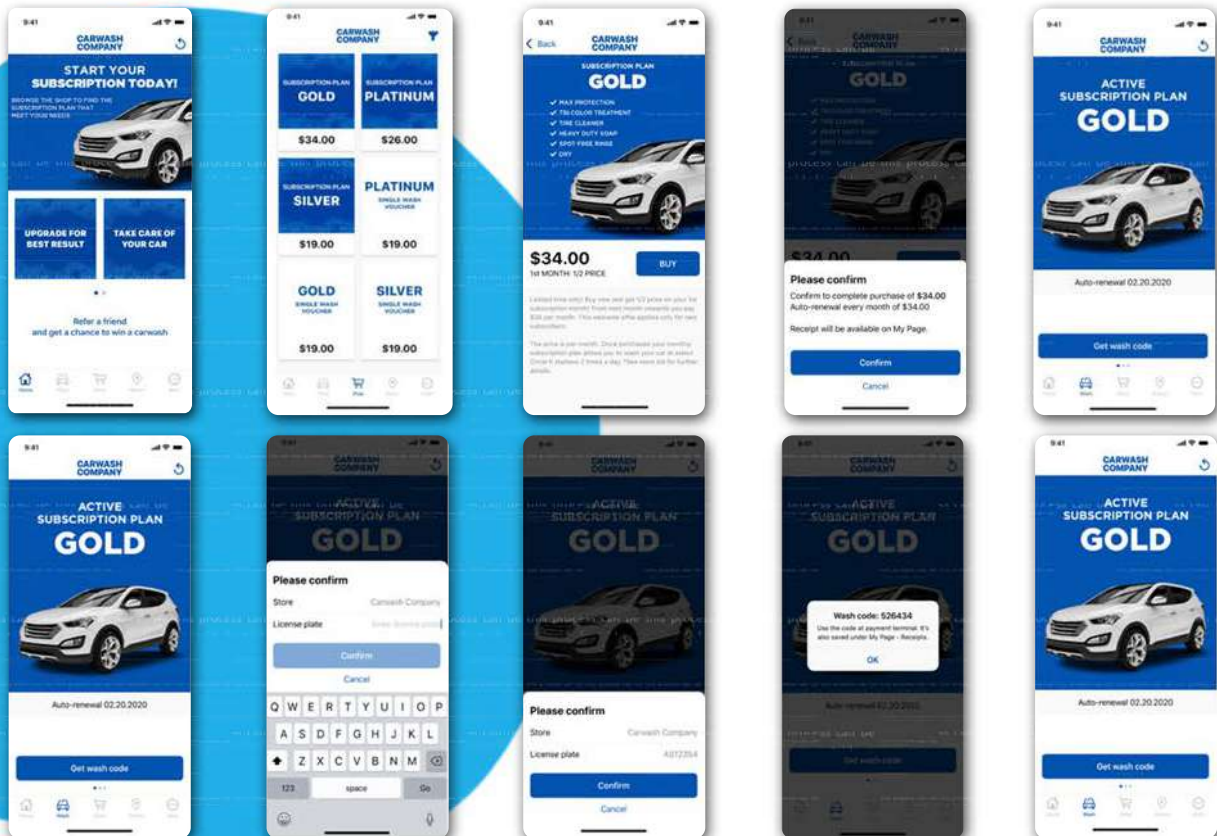
The purchase of a subscription through Carwash Company app gives you the possibility to wash your car once per day. Here, the key user flows and features of the app are shown.

## BUY AND USE A SUBSCRIPTION

From the *Home* page of the app, the customer can go into the *Shop* section to find a subscription plan of choice and click "BUY" to purchase. After confirming the price (monthly auto-renewal price is also informed about), the purchase is completed and the user is led to the *Wash* section to use the subscription plan.

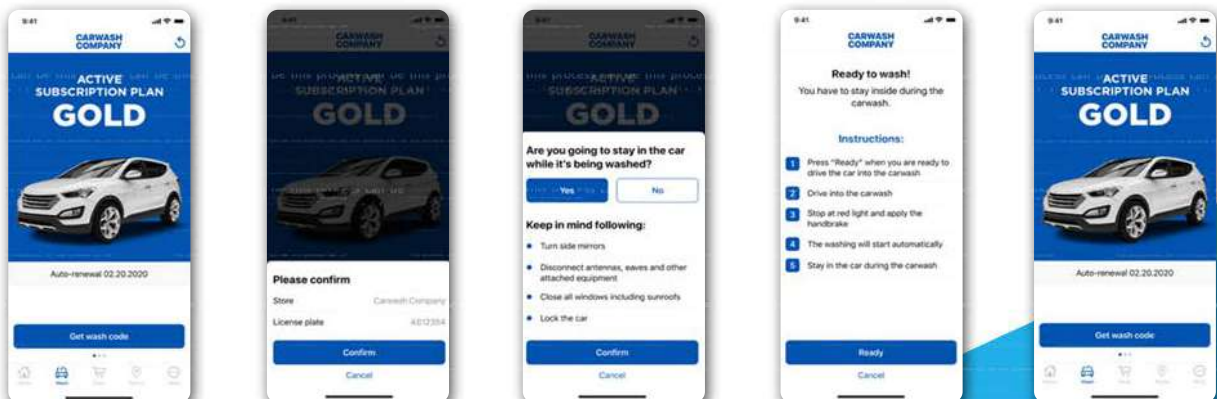
A receipt of the purchase can be found under *More – My page – Receipts*. At every auto-renewal, another receipt is created and stored on *My page*.

When having an active subscription plan, customer can simply click on "Get wash code" in the *Wash* section. It is necessary to be nearby to a real location to use it (it is controlled by store locator and set by a radius). After confirming the store name and that the subscriber is requesting wash code for the car registered, the wash code is presented for being input on the wash machine.



If the subscription plan has one wash per day as limit, the next time the user clicks on the "Get wash code" button, the notification "Only one wash code per day" will be sent to the user.

If the wash machine can support direct activation via app, then this process can be further automated. Example below shows how the customer can choose between staying inside/outside car while wash.

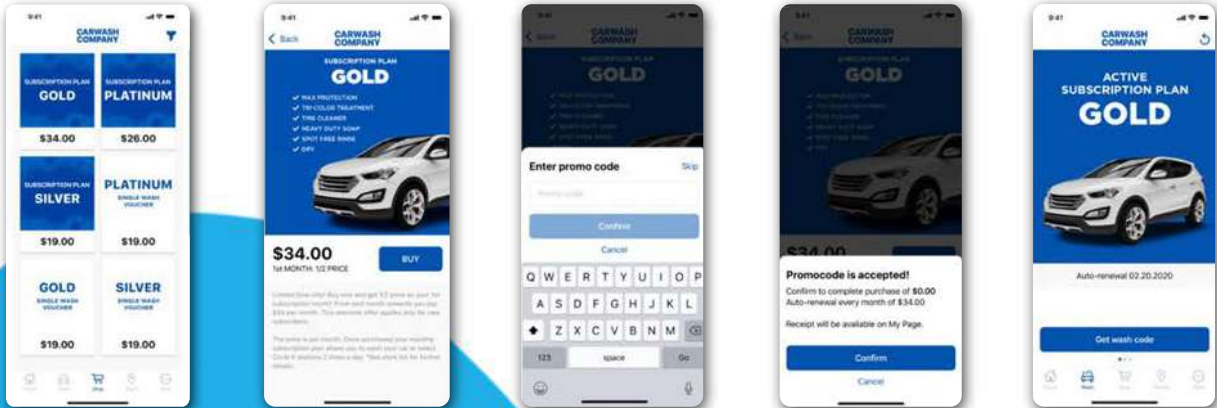


## BUY A SUBSCRIPTION - PLAN REBATES

Plan rebates are defined as rebates associated to each plan: 1st month, 2nd month, 3rd month, 4th month. For each month a rebate can be set (e.g. 2nd month free or 1st month 50% off). The rebates are set by defining the discounted price of the plan for the particular month. This is set by "plan rebates" that allows same rebates across all plans or specific rebates (e.g. on the best plans, in order to motivate choosing the higher value plans). If the rebate is for the 1st month, it is also clearly communicated in the «Please confirm» pop-up.

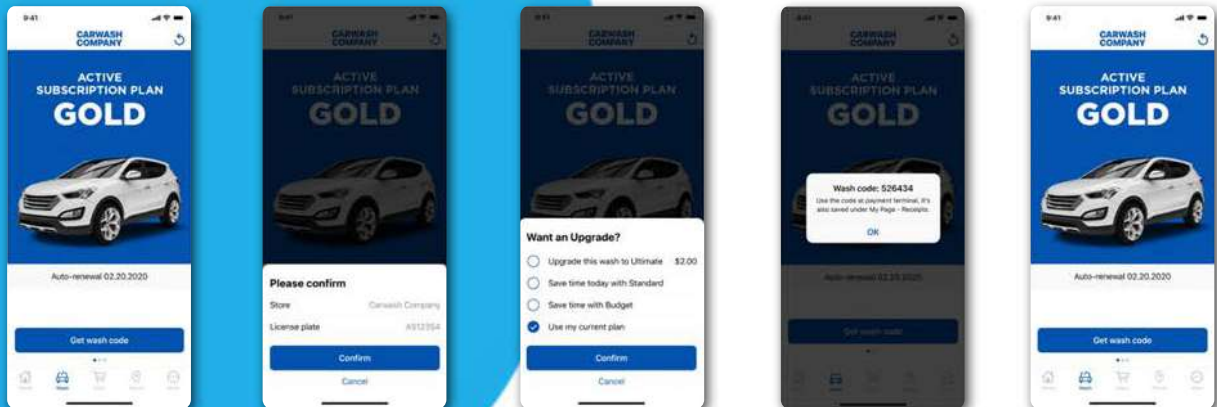
## BUY A SUBSCRIPTION THROUGH "PROMO CODES"

Use «Promo codes» such as FREE1ST500 obtained e.g. from Facebook ads or physical vouchers in-store to get personal rebates in campaign periods.



## UP-SELL TO THE SUBSCRIPTION PLAN

You can also add up-selling to the car wash flow, allowing the customer the choice of using the current plan, upgrade to higher value wash plan or save time with lower value wash plan. Only available options for the confirmed location will be shown.



## UPGRADE MY SUBSCRIPTION

The customer can upgrade (or downgrade) the subscription simply by buying another plan. If the new plan represents a higher value plan, it is an upgrade and the upgrade is instant giving the subscriber the better plan immediately. The first month price calculation for the upgrade will consider the existing plan's remaining paid days vs. the price of the higher value plan. Auto-renewal for next month will be on the new plan's list price. For example, an upgrade can be from a "One wash/day" plan to a "Two wash/day" plan. If the new plan represents a lower value plan this is considered a downgrade and the downgrade will be effective on renewal date to allow the use of the already paid plan until the "Downgrade" date. For example, a downgrade can be from a "Two wash/day" plan to a "One wash/day" plan.

## BUY MULTI-USER SUBSCRIPTION

Carwash Company allows buying a multi-user subscription as well. This can be a "Family plan" where three family members can share a plan of one wash/day. Any combination of number of users, number of cars and number of wash/day can be combined allowing for friend plans, family plans, business plans etc. From My Page you are able to add the mobile numbers of the friends or family that you will share the plan with – and voilà! they have the plan in their app as well.

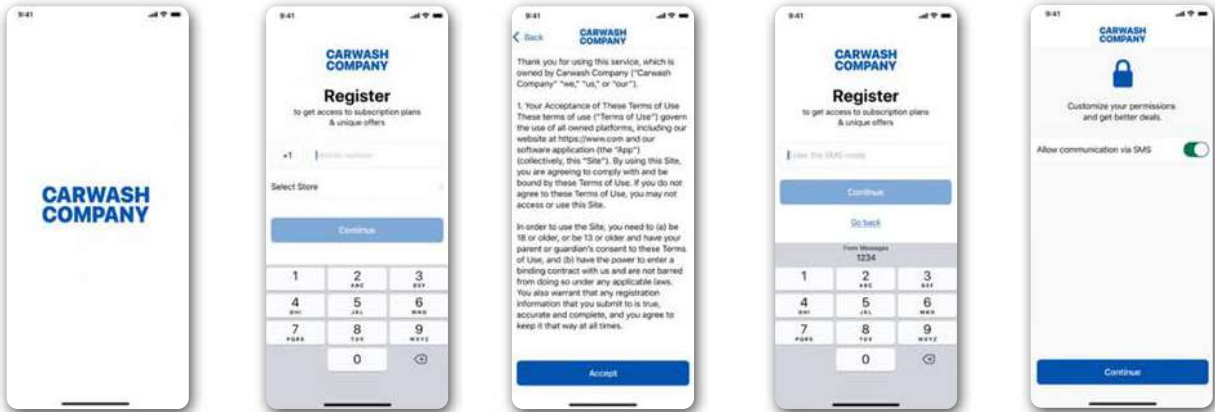
## STOP MY SUBSCRIPTION

The subscription plan can be stopped via My Page and "Manage my subscription".

## REGISTER WITH THE APP

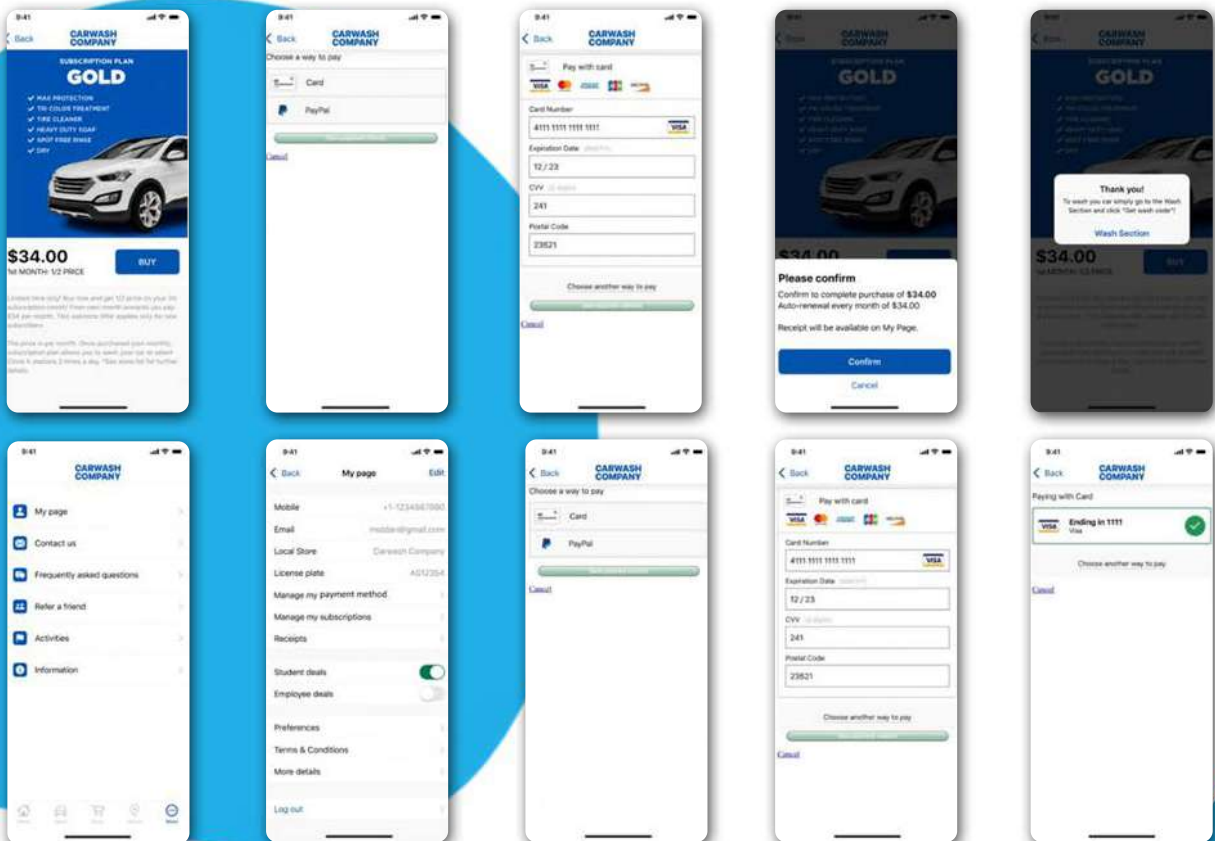
To sign up, it is only necessary to register Mobile Number and Local Store, using mobile number as persistent unique identifier of the customer. This allows the customer a secure registration getting a one-time-password via SMS to complete the registration. Before registration is completed, retailer's terms and conditions need to be accepted. The customer then gives consents to the retailer who is data controller (owns the customer data). Liquid Barcodes is data processor.

You can also capture Name and Date of birth if you want to give birthday present to the customer as a simple way to engage in personal level.



## REGISTER PAYMENT METHOD (CARD/PAYPAL)

The Carwash Company app allows the customer to register payment methods such as credits cards or Paypal account. The flow is part of buying the first shop offer (e.g. a subscription) and the user will be asked to registered a payment method. Also, it is easy to find a *More* section in the app leading to *My Page* where *Payment Method* can be registered. The user can register payment method from *My Page*, or edit it here.

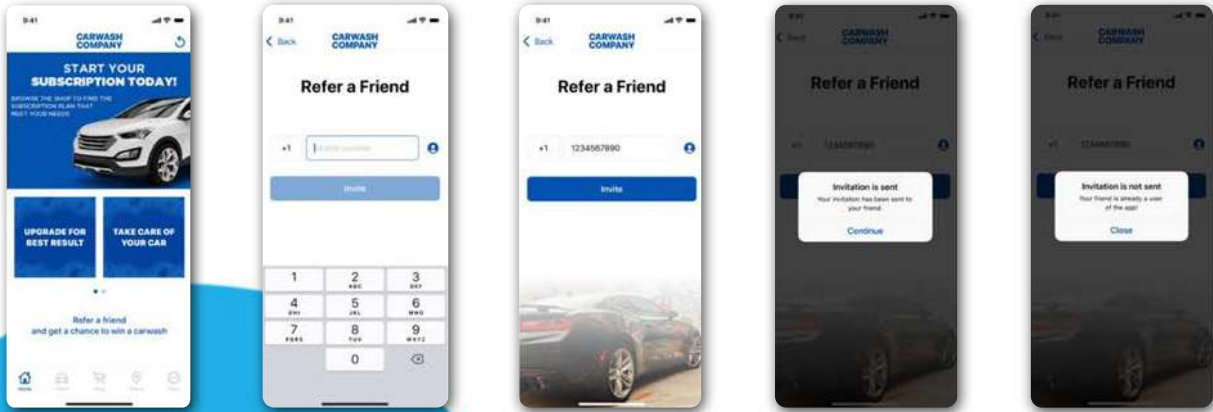


## Digital receipts – forward to e-mail:

Once purchases are made, digital receipts are available also from *My Page* and customers can easily send the receipt to their email. First time (if e-mail is not already registered) the user will be prompted to register e-mail address and then, this will be stored on the member profile to allow automatic use next time.

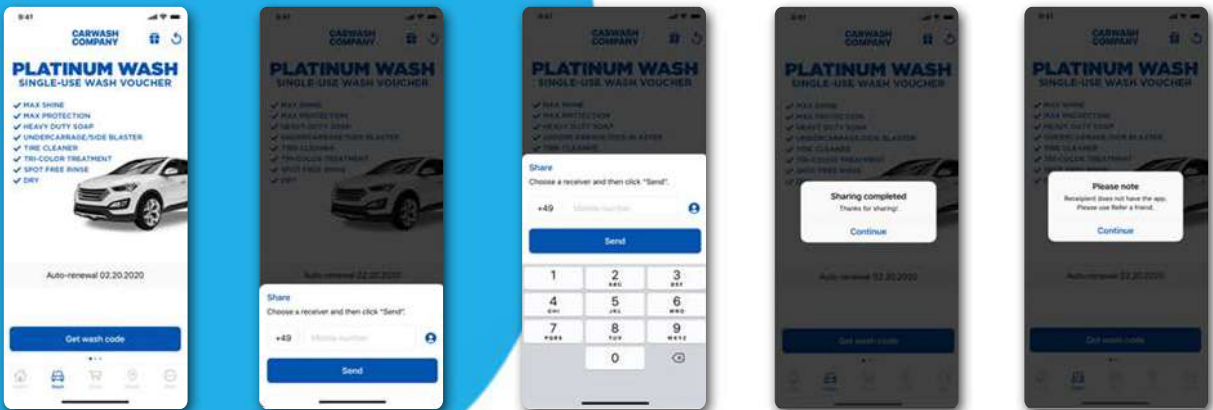
### REFER A FRIEND

From the *Home* screen of the app, Carwash Company promotes Referring a friend to get great rewards. By clicking the banner, the user arrives the Refer a friend page where the current refer a friend reward is communicated in the bottom picture. Referring a friend rewards can be connected to the subscription program like illustrated "Get 1/2 price on your next subscription renewal" or it can be e.g. a free carwash voucher or a game with change to win a free carwash.



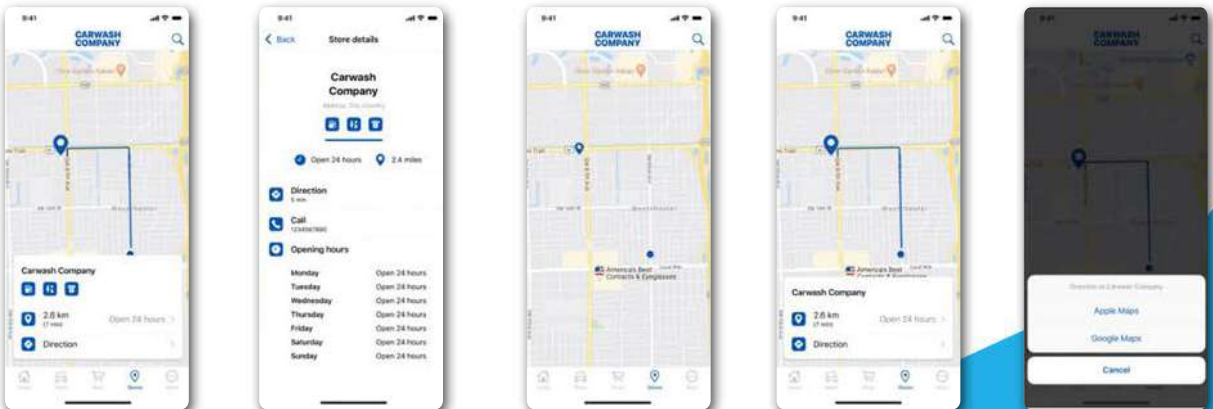
### SHARING VOUCHERS

With a marketing perspective, Carwash Company allows vouchers to be "sharable". Vouchers can be purchased (in the shop), won (from playing games) or targeted (personalisation). That means that the user can easily share it with a friend or family member. By sharing the voucher app-to-app with other app users, the friend or family member gets the Free Carwash voucher and this disappears from the user's app. This creates community between app users and word-of-mouth. If the user tries to share with a user that do not have the app, he/she will be firstly prompted to refer the friend.



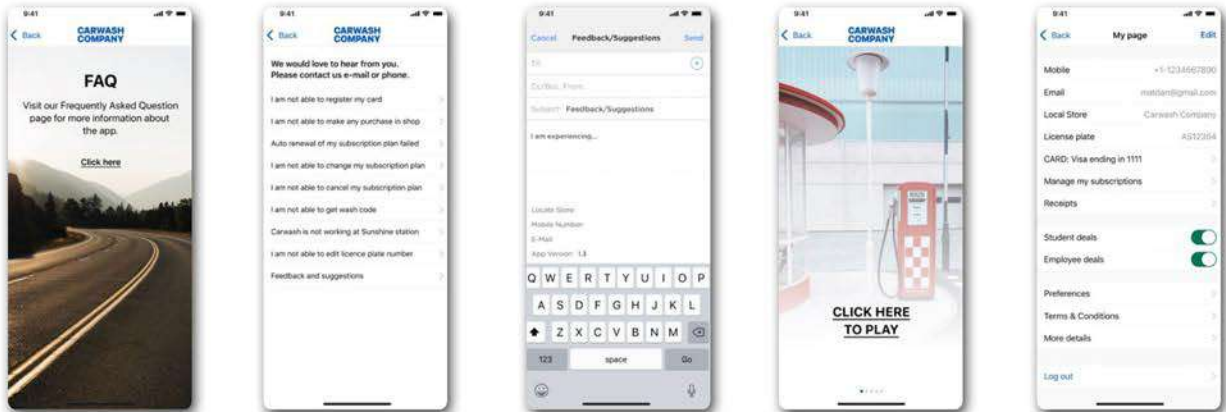
### THE STORE LOCATOR SECTION

From the bottom bar of the app, the user can find the nearest store and navigate to the store by using *Apple Maps* or *Google Maps*. The app will show distance as well as opening hours, contact information and highlight services offered at the location.



## THE MORE SECTION: MY PAGE, FAQ, CONTACT SUPPORT

The *More* section can include a FAQ section that links to any website, a contact us section that opens up the e-mail user and sends to the support office.



## GAMES

Customers can win a free Car Wash by playing the daily game. Games can also be rewards like “Refer a friend reward”, “Sign-up reward”, “Birthday reward”, reward for completing a Net Promoter Score (NPS) survey etc.

