

The Denpay Experience



Why Monthly Passes - relationship shift



	Single Wash Customer	Monthly Pass Customer
Average Visits Per Year	1.9	42
Top Wash \$	\$15	\$35
Annual Value Per Customer	\$28.50	\$420
COGS (\$2 per wash)	\$3.80	\$84
Profit	\$24.70	\$336

82% of single wash customers wash less than 2x per year

Why Monthly Passes - relationship shift



Single Wash Customer

1. Washes where most convenient
2. Customer Sat - Difficult
3. **“Fear of weather” = no wash**
4. Does not refer wash to friends
5. Negative Social Media Possible

Monthly Pass Customer

1. Commits to your wash
2. Customer Sat - Better wash result
3. **No “Fear of weather” will wash**
4. Refers your wash - family plan
5. Will reach out direct if issues

82% of single wash customers wash less than 2x per year

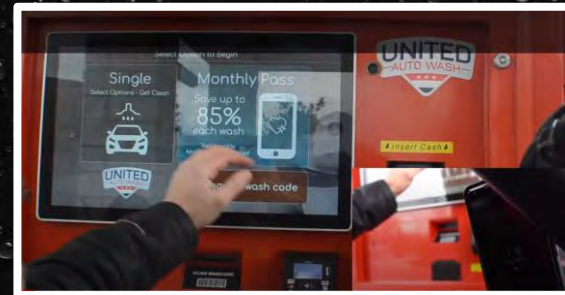
The Denpay Experience



Follow the link below to watch a short YouTube video of a wash pass purchase



The Dencar Pay Station
Standard Model



[<click here to watch video>](#)
(eGenuity Retrofit Kit)

Post Purchase



After your customer purchases a monthly wash pass, they will immediately receive a purchase confirmation via text message. The text includes a link to your branded landing page. The landing page includes download buttons for your branded app and an explainer video showing how to use and manage the monthly wash pass.

Sample text link

Unique text link for every car wash

<https://unitedautowash.com/mobile>



This is the standard view when you follow the link from a desktop computer.

A desktop screenshot of the "Monthly Wash Pass Instructions" page. The page has a white background with a blue header containing the "United Auto Wash" logo. The main content is organized into a grid of six sections: Summary, Explainer Video, iPhone Users, Android Users, Need Help?, and Terms of Service. Each section contains a brief description and a blue button for further action.

United Auto Wash

Monthly Wash Pass Instructions

Summary <p>Thank you for your monthly wash pass purchase. Your pass includes 15 washes per month for a single vehicle. To add an additional vehicle to your plan, just wash it and we will automatically add another pass to your account. Passes automatically renew each month. Cancel/suspend your pass anytime in the app.</p>	Explainer Video <p>This video shows you how to register and manage your monthly wash pass.</p> <p>Watch Video</p>	iPhone Users <p>Download the iPhone app here</p> <p>Download iPhone App</p>
Android Users <p>Download the Android app here</p> <p>Download Android App</p>	Need Help? <p>Email us at info@unitedautowash.com with any questions or concerns.</p>	Terms of Service <p>Go here to read the full terms of service</p> <p>Terms of Service</p>

This is the mobile optimized view when you follow the link from a cell phone.

A mobile screenshot of the "Monthly Wash Pass Instructions" page. The page is vertically oriented and features a blue header with the "United Auto Wash" logo. The content is simplified and stacked vertically, including sections for Summary, Explainer Video, and iPhone Users.

United Auto Wash

Monthly Wash Pass Instructions

Summary

Thank you for your monthly wash pass purchase. Your pass includes 15 washes per month for a single vehicle. To add an additional vehicle to your plan, just wash it and we will automatically add another pass to your account. Passes automatically renew each month. Cancel/suspend your pass anytime in the app.

Explainer Video

This video shows you how to register and manage your monthly wash pass.

[Watch Video](#)

iPhone Users

A mobile screenshot showing the "iPhone Users" section of the website. It includes a heading "iPhone Users", a sub-heading "Download the iPhone app here", and a blue button labeled "Download iPhone App". Below this, there are sections for "Android Users", "Need Help?", and "Terms of Service", each with a brief description and a blue button.

iPhone Users

Download the iPhone app here

[Download iPhone App](#)

Android Users

Download the Android app here

[Download Android App](#)

Need Help?

Email us at info@unitedautowash.com with any questions or concerns.

Terms of Service

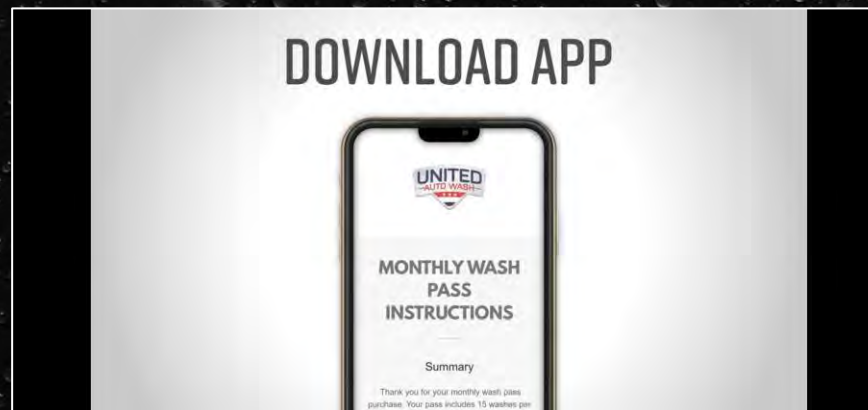
Go here to read the full terms of service

[Terms of Service](#)

Watch the sample branded explainer video



Your customer receives links to download your branded iPhone or Android app as well as a short explainer video that shows them how to use their wash pass.



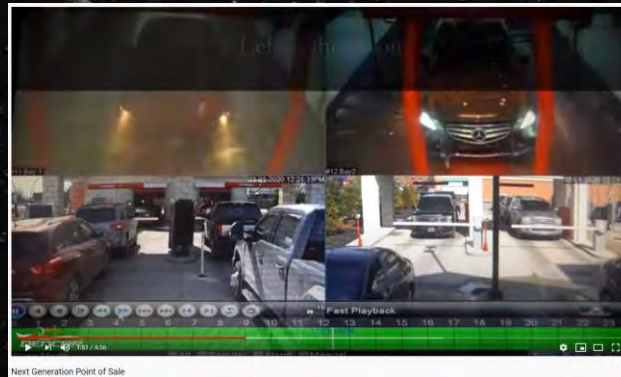
[<Click here to watch the video>](#)

(Turn up your volume)

Customer success



593 cars washed with 28 monthly wash passes sold.
No labor, No human contact, No damage, No fraud.
Open 24x7







[<Click here to watch the video>](#)

VIA Guard



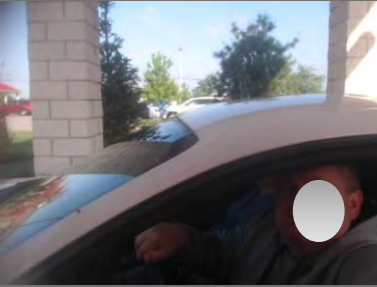
Exception Based Workflow Automation

Harold Marker - Medium	 Close Offender >
Gary Guido - Medium	 Close Offender >
Nate Pisani - Medium	 Close Offender >
Jared Giles - Low	 Close Offender >

Simplified Management



Payment Trigger



Notify

Did not read temp tag



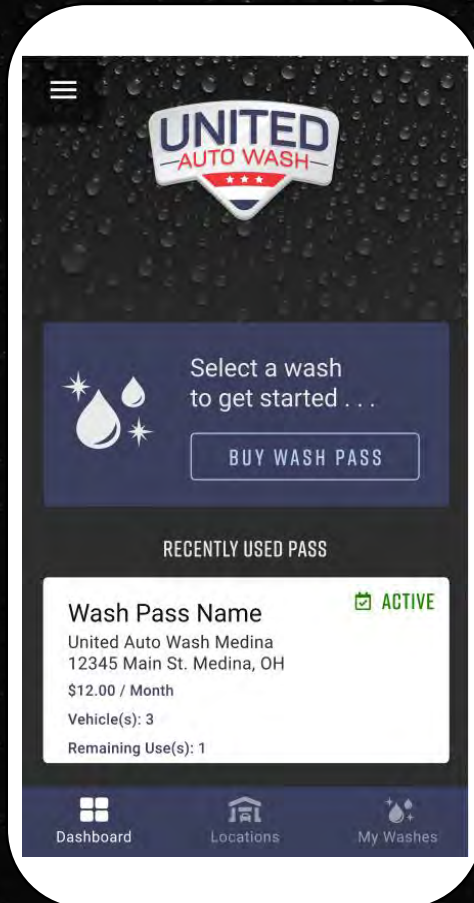
Payment History



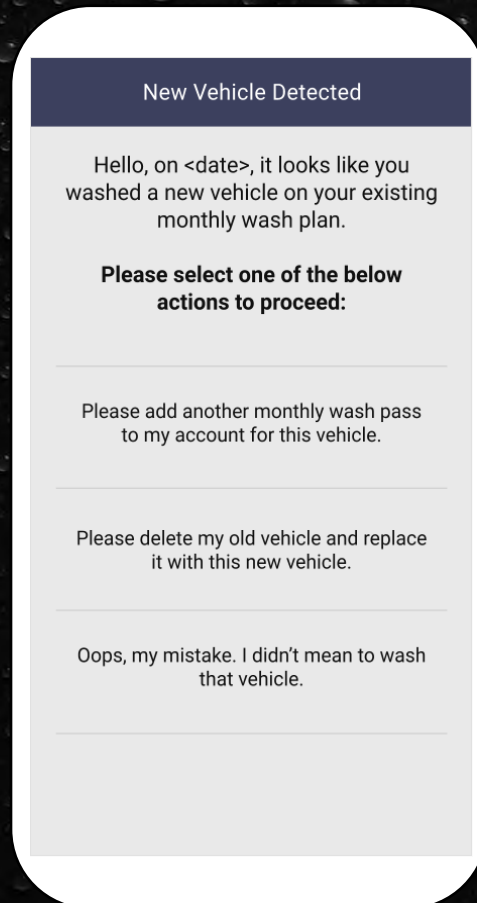
Simplified Upsell



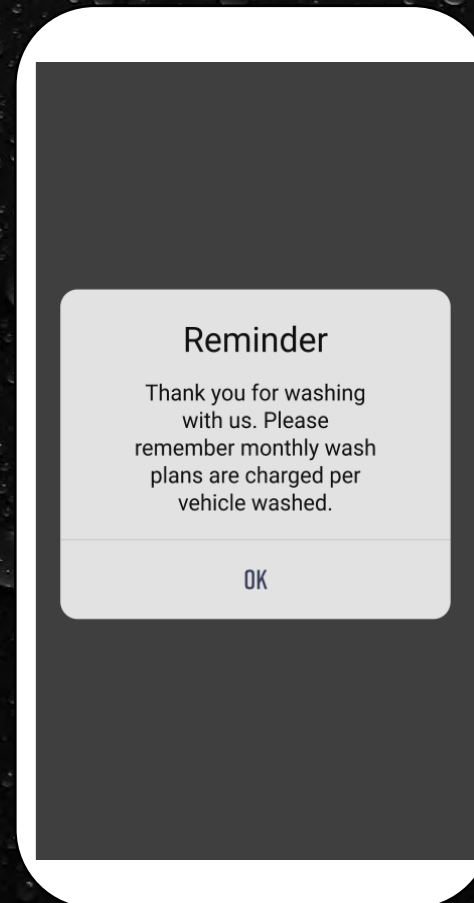
Integrated Selling



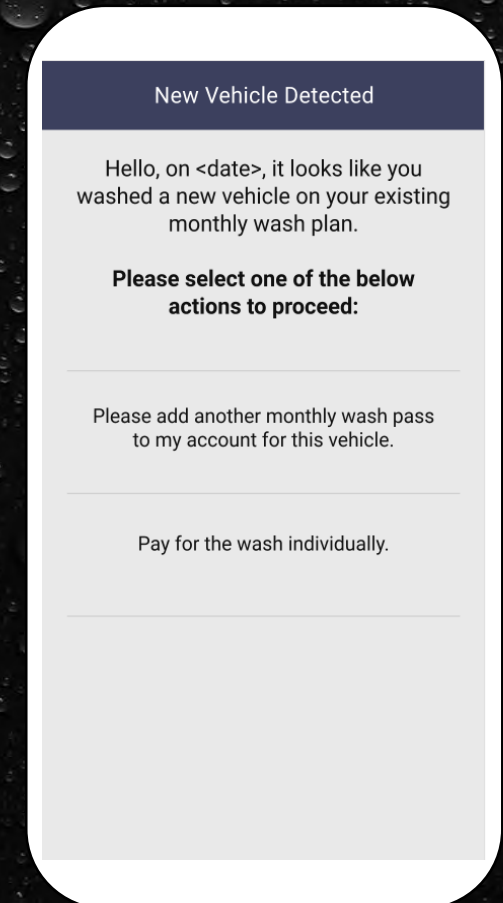
Soft Messaging



Reminders



Firm Messaging



Thank you!



Please visit

www.DencarTechnology.com

for more information