

ZENREACH



Carwash Customer Engagement on Auto-Pilot

Zenreach boosts unlimited car wash program enrollment for a 5-location car wash group in Tennessee.

The Challenge

A car wash group in Tennessee needed a way to easily grow their customer contact list to get the word out about their unlimited car wash program. A key revenue driver for the brand, the unlimited wash program allows members to wash their vehicle as many times per month as they want for a low monthly price. With a mix of express and full service wash formats, capturing valuable customer contact information during quick visits proved to be a challenge.

After learning about Zenreach's smart WiFi platform, their Marketing Director hoped it would be the solution they were looking for. But while he was confident that customers at the full-service washes would regularly connect to WiFi, he was skeptical that WiFi connections would happen as often at the express locations. With quick visits under 5 minutes and no waiting area, it seemed unlikely that many guests would join the WiFi network.

Highlights

41%

Drive-Through Rate

1,400

Contacts collected in 30 Days

45

New contacts per week

“We got onboard with Zenreach because we were looking for a more centralized way to collect and manage our customer contacts. Since signing up we’ve been very impressed, collecting over 1,400 new emails in just over 30 days. We were also able to effectively get the word out on our Unlimited Car Wash Program and boost gift card sales.”

—Marketing Director for 5 Car Wash locations in Tennessee

The Solution

To get quickly up and running with Zenreach, the car wash group worked with their Zenreach Account Manager, Kevin, to install OpenMesh access points at each location for optimal outdoor WiFi coverage. Kevin also provided them with WiFi decals to place on support beams, vacuums, office windows, and brochure holders throughout the properties to encourage guests to go online.

The Results

Within the first 30 days of using Zenreach, the car wash group more than doubled their total database size by collecting over 1,800 contacts. Their Marketing Director couldn’t believe that the express properties were the top collecting locations, averaging over 16 emails per day per property.

Zenreach enables the car wash group to run targeted promotions they couldn’t do before. Using custom Smart Emails, they now automatically engage their customers after first, second, and third visits with emails promoting how to get started on the unlimited car wash program. Additionally, they market their other services and ask for feedback about customers’ experiences. Not only have they seen an uptick in unlimited wash memberships, they’ve also been able to gain valuable feedback to improve their services. Using Zenreach’s offline conversion metric, the Drive-Through Rate (DTR), the Marketing Director now knows which messages result in the most traffic, with top blasts resulting in up to a 41% DTR.



About Zenreach

Zenreach pioneered WiFi marketing, and continues to set the pace for an innovative and fast-growing industry. We help businesses with physical locations use WiFi to dramatically improve customer acquisition, loyalty and value. Our platform automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date.

It allows communication that is more personal and precisely targeted, and directly measures the in-store impact. Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Peet's Coffee, Hakkasan and Anheuser-Busch.

Contact us and we'll help you start connecting with the real people visiting your businesses, no matter how busy you are.

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