



Carwash Customer Engagement on Auto-Pilot

Zenreach boosts enrollment for PureMagic's unlimited car wash program

Locally owned PureMagic Carwash has been operating in the Greater Knoxville area since 2003. With five locations and counting, PureMagic is committed to creating lifetime customer relationships by consistently delivering a fast, friendly, reliable, and professional carwash experience to each and every customer.

The Challenge

With four express car wash locations and one full-service car wash, capturing valuable customer contact information during quick visits proved to be a challenge. PureMagic was slowly collecting customer emails through their website and sales transactions, and using additional tools to try to engage with those customers and build loyalty.

PureMagic needed a way to easily build their contact list so they could get the word out about their Unlimited MagicPass program. A key revenue driver for the brand, the program allows members to wash their vehicles as

1,800+

Contacts Collected

41%

Drive-Through Rate

many times per month as they want for a low monthly price. Consolidating customer engagement tools into one central platform, growing their contact list, and ultimately boosting MagicPass member enrollment were top priorities for the management team.

The Solution

Chris Peters, PureMagic's Marketing Director, learned of Zenreach's smart WiFi platform and hoped it would be the solution he was looking for. While Chris was confident that customers at the full-service car wash would regularly connect to WiFi, he was skeptical that WiFi connections would happen as often at the four express locations. With quick visits under 5 minutes and no waiting area, it seemed unlikely that many guests would join the WiFi network. To get quickly up and running with Zenreach,

ZENREACH

Chris connected with his Zenreach Account Manager, Kevin, to install OpenMesh access points at each location for optimal outdoor WiFi coverage. Kevin also provided Chris with WiFi decals to place on support beams, vacuums, office windows, and brochure holders throughout the properties to encourage guests to connect.



"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 2500 new emails in just over 30 days. We were also able to effectively get the word out on our Unlimited Wash Program and boost Gift Card sales"

—CHRIS PETERS, Marketing Director at PureMagic Carwash

The Results

Within the first 30 days of using Zenreach, PureMagic more than doubled their total database size by collecting over 1,800 contacts. Chris couldn't believe that their express properties were the top collecting locations, averaging over 16 emails per day per property. After a quick import of their prior contact lists, PureMagic was able to consolidate contacts into one central system with Zenreach.

Zenreach has enabled PureMagic to run targeted promotions they couldn't do before. Using custom Smart Emails, PureMagic now automatically engages their customers after first, second, and third visits with emails sharing how to get started on the Unlimited MagicPass



program, providing details about additional services they offer, and asking for feedback about their experience. Not only have they seen an uptick in MagicPass 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), Chris now knows which messages result in the most traffic, with top blasts resulting in up to a 41% DTR.

Over the 2017 holiday season, PureMagic further segmented their contact lists by automatically labeling guests who visited for specials on Black Friday and Cyber Monday. They plan to target these lists of active buyers who could be interested in upcoming holidays or special occasion promotions.

PureMagic Carwash demonstrates the power of a business engaging their clients using Zenreach's automated marketing. Satisfying their clients' needs, PureMagic is enhancing their customers' experience and engagement while growing their business through new channels of marketing and sales. At their rate of growth, they're well on their way to over 30,000 contacts collected in the next year – inarguable ROI!