



## LazrTek Ultimate Truck Wash Marketing and Sales Platform



[www.LazrTek.com](http://www.LazrTek.com)

# Introduction



## Today's Truck Wash

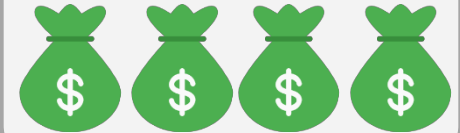


## Truck Wash Software Platform

Designed to *Modernize* and  
*Grow* Your Car Wash Business



## Tomorrow's Truck Wash



**Top-Tier Talent + Partnerships + Experience**

# The Problem



*The majority of Truckwashes are leaving money on the table...*

## **Cash Flow Too Dependent on Weather**

No Consistent Means of Generating Revenue and Repeat Business

## **Membership Technology Issues**

RFID Tags on Newer Trucks & RVs, License Plate Scanners Not 100% Accurate

## **Rising Competition**

More Truck Washes Opening, How Will You Differentiate Your Truck Wash?

## **Inefficient Processes + Tools**

Plastic Fleet / Loyalty Cards, Long Wait times, Slow Hand Wash Technology, Time Consuming Payment Systems & Fleet Account Management

## **Lack of Marketing and Automation**

Ineffective Digital Marketing, Minimal Customer Outreach and Zero Follow Up

## **No “Fun Factor” or Retention Mechanisms**

Modern Truckers want Speed, Price & Convenience. Truckers enjoy being Entertained and Like to Be Rewarded for Loyalty

# 60%

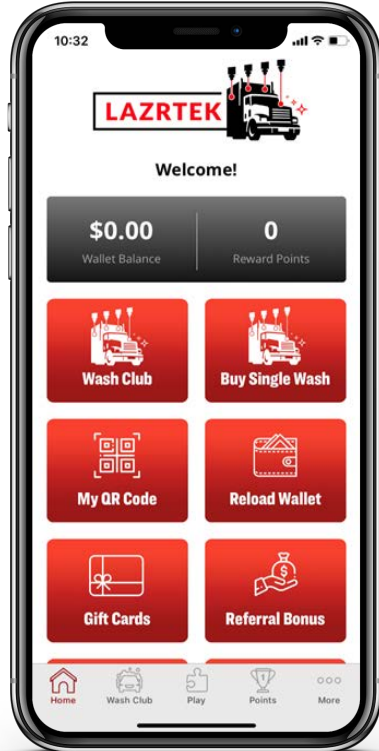
Of Truck Washes  
Have No  
Customer  
Loyalty  
Program\*

\*Professional Truck washing  
and Detailing Industry Report

# Solution Overview



## Consumer (Truckers) Facing Branded Mobile Apps + Attendant App



*White-Label Ability, Native iOS + Android, Specialized for Car Washes*

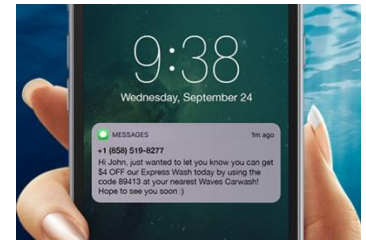
## Truck Wash Websites



## Fleet Accounts



## SMS Marketing



*Tools for Success*

# Native Truck Wash App Solution

## Multiple Payment Channels + Processors

Wallet, Gift Cards, Pay-Per-Wash, Fleet Invoicing (ACH), Memberships



## Loyalty Features + Incentives

Reward Points, Deals, Coupons, Two-Sided Referrals, Download Credits

## Gamification

Branded Game, Photo Filters

## Marketing Automation

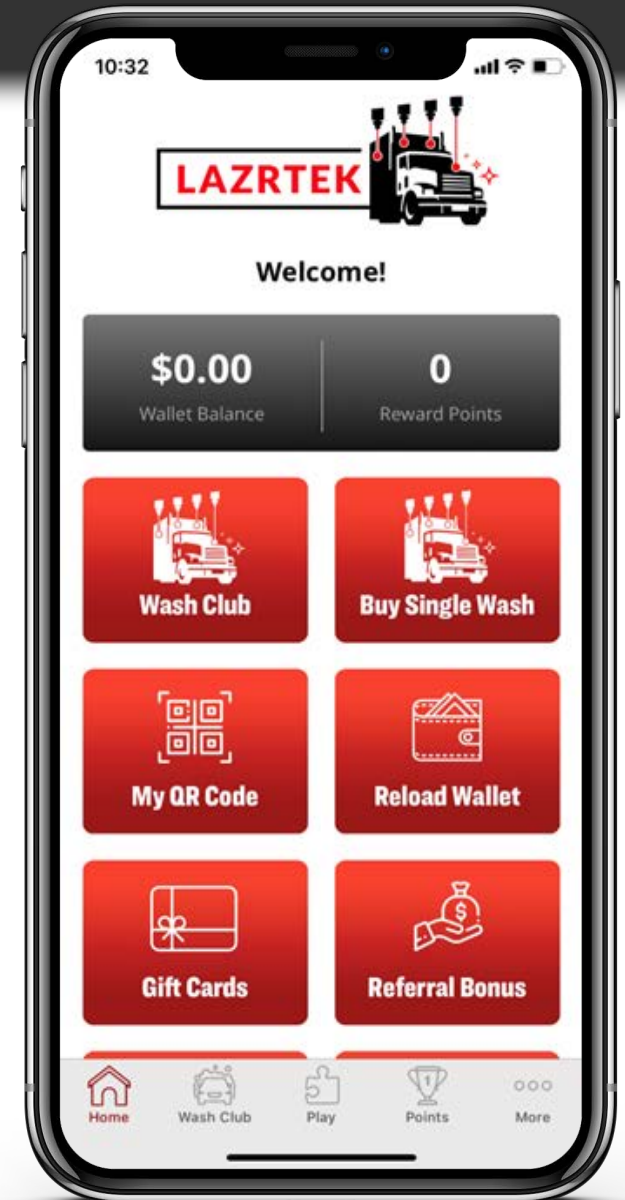
Upsells, Personalization, Location-Based Messaging, Review Boosting

## Convenience + Security

No Plastic Cards, Wash Codes are Universal, OEM Integrations

## Analytics + Reporting

Standard and Custom Reports



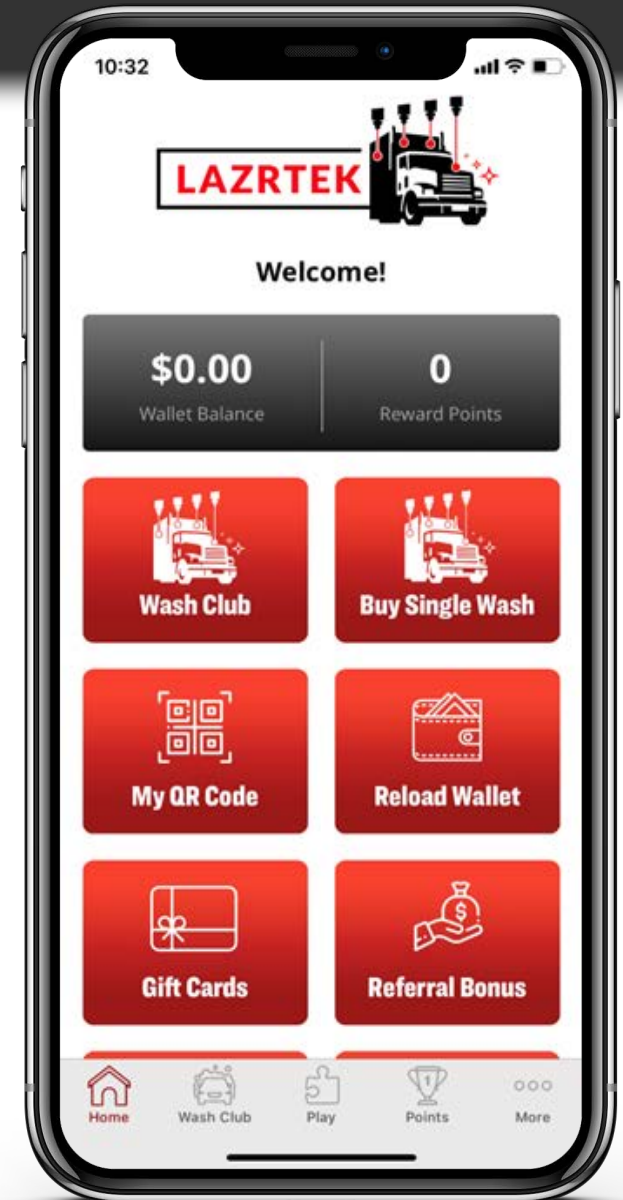


# Bonuses, Upsells, Sell Offsite

Make it easy for your customers to spend money at your Truck wash when they are not even physically onsite.

- 🌟 **Pre-Pay for Wash Services by Adding to Branded Virtual Wallet**
- 🌟 **Easily Send eGift Cards to Family and Friends with Bonus Incentives**

Use bonuses to incentivize higher purchase amounts.



# Gamify Your Customer Experience



Introduce fun and entertainment to your Truck wash by offering your own branded in-app game with reward capabilities!

- **Great Branding Opportunity**
- **People *Love* Casual Mobile Games**
- **Bold and Unique Form of Marketing**

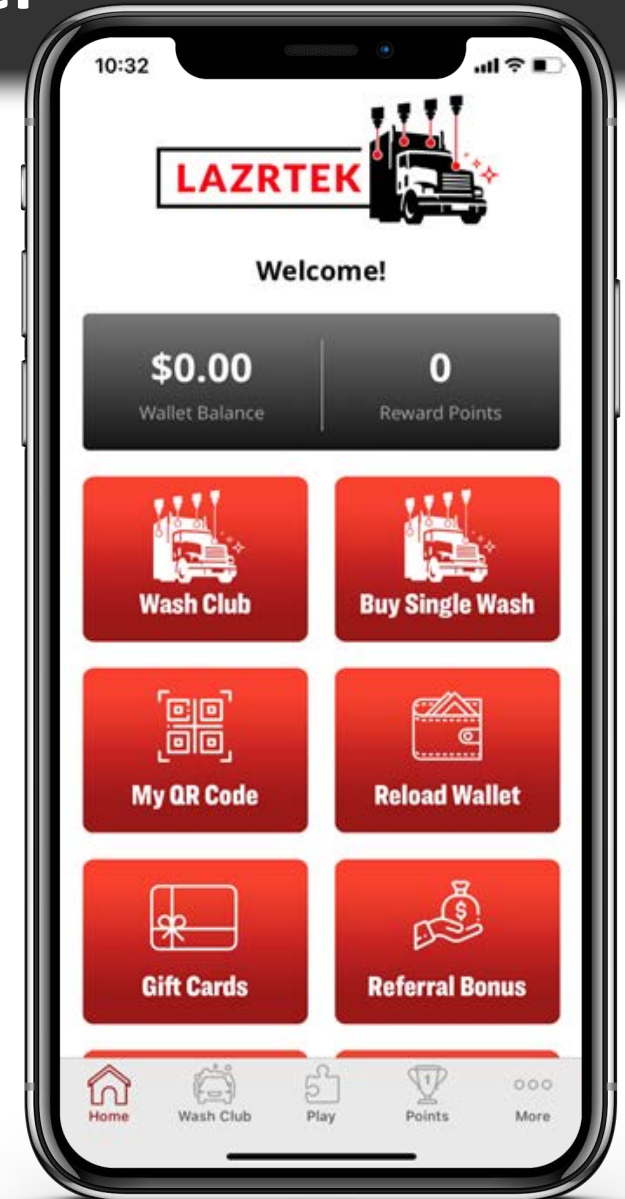
Built in leaderboard encourages friendly competition among customers.



# Powerful Communication Channel

Communicate with your Truck Wash customers in an efficient and cost effective manner that cuts through the noise...

- 🌟 **Push Notifications Have Well Over a 90% View Rate** (*email is typically 20-30%*)
- 🌟 **Easily Send Messages Through Your Own Secure Web Portal**





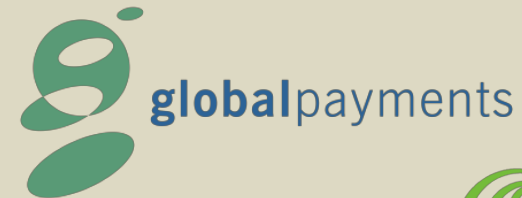
# Multiple, Secure Payment Options



We are proud to be partnered and integrated with many of the largest payment processors in the world to make in-app payments for Truck Wash services an easy, secure process.

- 🌟 **Secure, Convenient Payments**
- 🌟 **Direct Pass-Through to Processor**
- 🌟 **No PCI Compliance Burden**

## Our Payment Partners



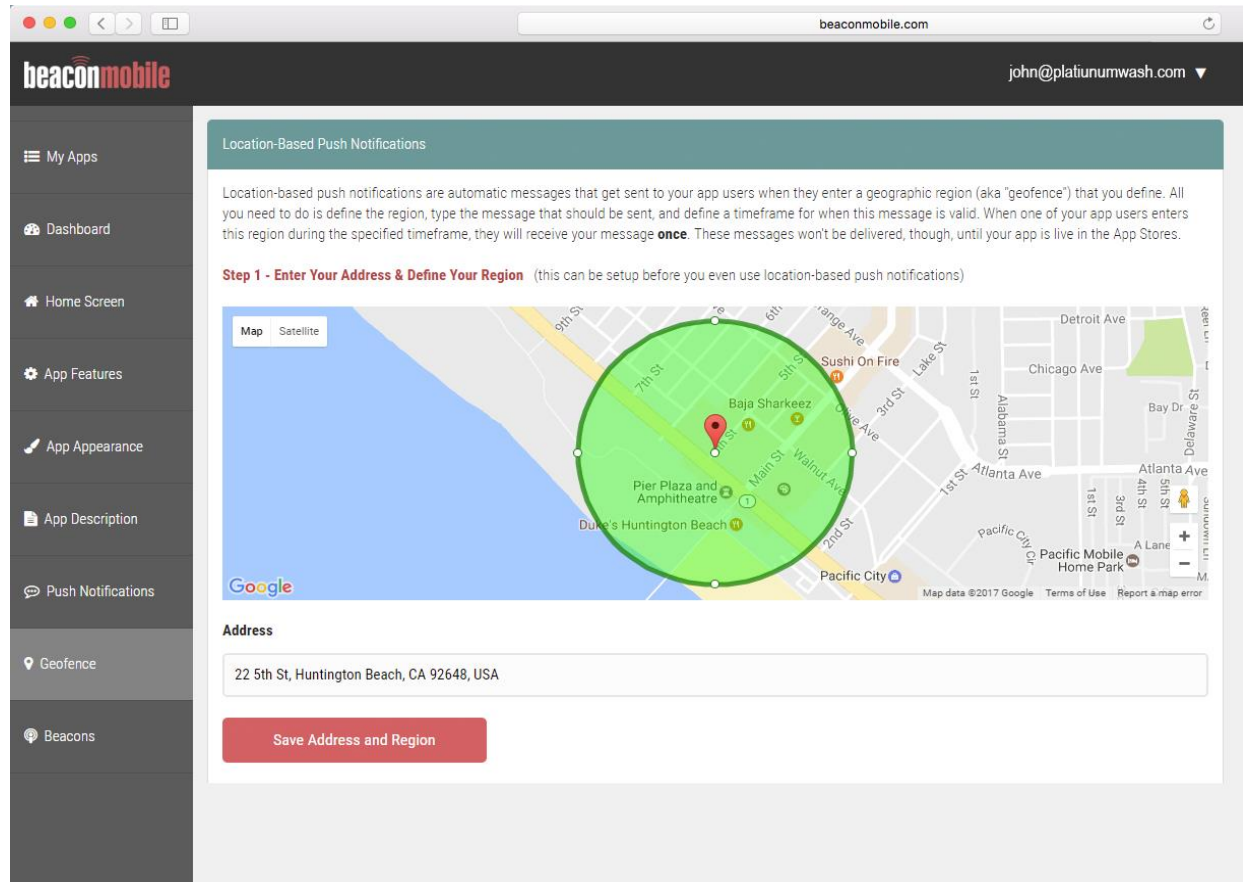
# Administrative Web Portal



🌟 Easy to Manage,  
No Technical  
Experience  
Needed

🌟 Hosted on  
Amazon Web  
Services (AWS)

🌟 Automatically  
Synchronizes  
Content to  
Existing App  
Users

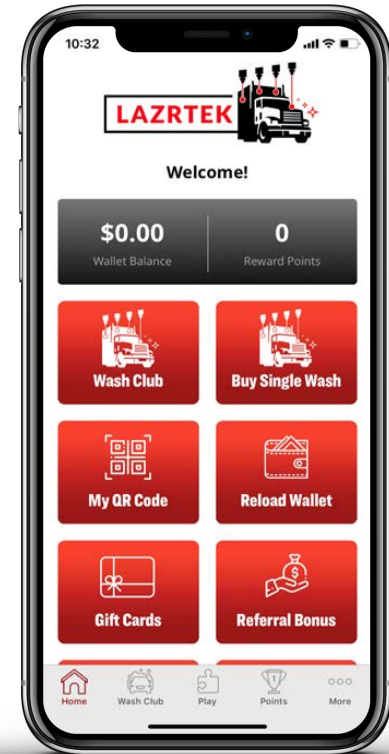


# Focus on the Complete Sales Funnel



## *Providing Truck Wash Owners the Tools to Maximize App Success*

- 🌟 SMS to download service (e.g. text WASH to 555-555-5555)
- 🌟 QR codes with app download “smart links”
- 🌟 Highly targeted Facebook ad campaigns



## ***The Next Generation of Truck Wash Membership Club Technology***

Our patent-pending Truck wash membership method will redefine how the entire industry manages wash clubs and fleet accounts and enable customer verification and wash activation from the vehicle!



**RFID Tags**



**Plate Scanners**



**Connected Trucks**



**The Ultimate Truck Wash Marketing and Sales Platform**



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