

# Mobility Plaza®

## Increase the super power of your car wash: #VirtualToken #SmartFeatures

Managing a car wash can be easier and more profitable if you choose a device designed exactly to boost the performances and become... your super power!



Nowadays it's really important to manage car wash stations in order to optimize the activities, reduce costs and offer the best customer experience. In order to meet these requirements, Fortech offers [smartWASH | One Touch](#), the car wash starter that lets you manage everything from a single terminal:

- portal/tunnel control
- washing bay control
- distribution of tokens

... and you can do, as a station manager, any operations just logging in with a finger.



What are the other super powers of [smartWASH | One Touch](#)?

**1. In addition to cash and financial cards payments you can allow payments with vouchers and QR code.**



In addition, Fortech has developed its own in-house gateway solution for international fuel cards. Not just from the SmartOPT and EFT/POS, also the [SmartWASH](#) can connect to the Fortech gateway (FCG-

Fuel cards gateway) to manage card transactions.



**2. Total control, in your pocket!** You can check the data graphs and statistics directly from your smartphone, tablet or pc. In real time, you can control your sales (filtering by payment method, by type of washing or by time periods), monitoring graphs and statistics (comparing several stations; reading the statistics of each portal and finally get the info for your business intelligence).



**3. Enhance your marketing campaigns!** [smartWASH | One Touch](#) provides multimedia content and benefits coupons directly from the printer (eg Café, Gasoline, Tire shop, etc).



### **Other promotional campaigns available on [smartWASH](#)**

On the smartWASH it is possible to activate the following types of campaigns:

#### **Portal promotions**

- Program price discount
- Scheduled discounts in a specific time period
- Upselling washing

#### **Token promotions**

- Packages with free tokens (example: 10 tokens + 1 free)
- Upselling (proposing a higher cost package before the customer has concluded the payment)

#### **Cards recharge**

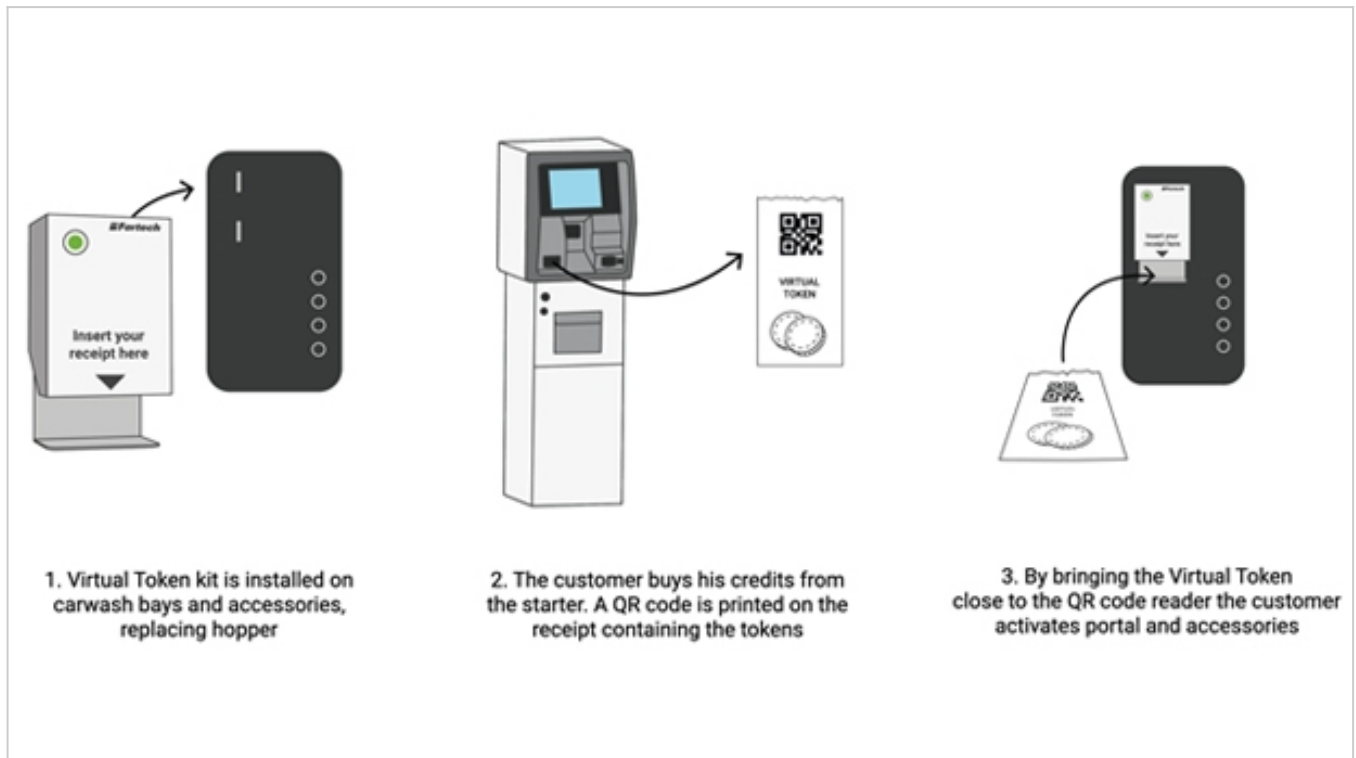
- Top-up promotions (example: €50 recharge + €2 free)

**4. Tokens become virtual.** The “patented” power among super powers is represented by the dematerialization of tokens. What are we talking about? The traditional physical tokens used to activate auxiliary/complementary services of a carwash disappear thanks to the issuing of a receipt with QR code (from the printer of the SmartWASH or the printer of the kiosk) and the replacement of the physical token acceptor with a device capable of reading QR codes and replicate the same

operations.

### Virtual tokens are really game changers!

1. **Report:** each token collected can be counted in a platform using our PC. The carwash manager can, therefore, know exactly how many tokens has been sold during the day and in which accessory were collected (Vacuum cleaner, tyre inflator,etc.).
2. **Management:** It's no longer necessary to retrieve and count tokens to refill the token dispenser.
3. **Costs:** Physical tokens could be loss or theft and they represent a cost to the property. Virtual tokens are a simple piece of paper and are not expendable in other facilities.



### Need to save space?

You can choose the wallmount version of Fortech's [smartWASH!](#)



**Want to test the super powers of [smartWASH | One Touch](#) live?**

Visit Fortech's stand at Autopromotec, the international exhibition dedicated to automotive equipment and aftermarket.

### **SAVE THE DATE**

25 - 28 May 2022

Fiera di Bologna



Pavillion 25 Stand C74

## Contact information

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