



# RAPID CHANGEOVER BRINGS RAPID RESULTS

## Why a 20-year, 10-unit chain switched to Dencar Pay Stations all at once

### THE SITUATION

Auto Spa Ohio is a 10-location chain of in-bay automatic car washes in three counties in the northeast part of the state. Owner Dave Blashinsky already had what he believed to be a successful monthly subscription business and was not



looking to make any changes when, nearly two decades into his business' existence, he discovered Dencar Pay Stations at a car wash owned by Dencar's owners. He was immediately struck by the pay stations' speedy transaction times, true unattended automation, and user friendliness. He saw the possibilities for Auto Spa Ohio.

### THE SOLUTION

#### *Rapid conversion to Dencar Pay Stations*

Blashinsky began replacing all the kiosks at his Auto Spa locations with Dencar Pay Stations. With three kiosks at 10 locations, that meant 30 new pay stations. Converting a location approximately every two weeks, rollout across the chain happened in a quick six months.



“Obviously, 30 new machines was a huge commitment, and one I didn’t enter into lightly,” said Blashinsky. “But I was a big believer in what Dencar could do for Auto Spa. Rather than pilot it at one or two locations, I dived right in with converting all of them.”

### 10-second sales

Blashinsky says the appeal of the Dencar Pay Station was multifold. “Dencar just nailed it,” said Blashinsky. “It’s easy for customers to use unattended. The presentation is easy and professional, with a large touch screen. Customers can swiftly join our wash club in just 10 seconds. It’s easy to sell wash passes, a single wash, and credit card transactions are a breeze.”



### VIA Guard

He’s also a fan of Dencar’s patent-pending VIA Guard technology, which helps police potential abuse of monthly wash passes by monitoring that only the vehicle assigned to the pass is using it. “It keeps a running report of misuse incidents and is easy to audit, mitigate, and get back on track,” said Blashinsky. VIA Guard sends an email to the subscriber, reminding them of the single-vehicle rule, asks if they’d like to add the second vehicle to their plan, and charges their credit card (on file from the wash pass purchase) for the additional wash.



## THE RESULT

After just 18 months of using Dencar Pay Stations, Auto Spa has doubled its total monthly wash pass subscriptions. This huge leap in monthly subscribers was particularly amazing given the business had been operating for almost 20 years. Blashinsky says his investment and belief in Dencar has paid off. He now encourages other wash owners to make the Dencar switch.



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- Dave Blashinsky, Owner Auto Spa Ohio



## DENCAR MEANS SERVICE BEFORE, DURING AND AFTER THE SALE

Auto Spa Ohio owner Dave Blashinsky believes in Dencar's tech, but he also believes in the people behind it. "From the first day we met and all the way through process, they were alongside me providing information and support," said Blashinsky. "Whenever we needed them – and I really mean whenever, even on a weekend – they were there for us. It's a really impressive company."

He continues, "It's a hardworking company that is committed to achieving greatness on their end. Because they're passionate about what they are doing, it enhances our experience as their customer. They made sure we were comfortable with the pay station system. Being car wash owners themselves, they understand this business inside and out, and are able to relate to me operator to operator. Having that support from your point-of-sale partner makes all the difference in the world." ■





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