LIQUID
BARCODES

FUTURE OF LOYALTY

How to guide – Car Wash Subscription

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Your 5-stage project plan checklist

Stage 1: App development

- Retailer to ensure that Liquid Barcodes has all the material to start and complete development work of the app.

The checklists are outlined in the following sections:
- Provide LB with brand material
- Provide LB with app required accesses
- Provide LB with retailer specific details
- Provide LB with app text confirmation or translation
- Provide LB with required information from legal team
- Set up Google Play and App Store accounts

Stage 2: Payment partner

- Retailer to ensure that the payment partner is contracted and aligned on the project plan.
- Retailer to ensure that all activities mentioned under section "**Setting up your payment partner**" are completed.

Stage 3: Carwash partner

- Retailer to ensure that the car wash partner is contracted and aligned on the project plan.
- Retailer to ensure that all activities mentioned under section "**Setting up your Carwash partner**" are completed.

Stage 4: Preparing for go-live

- Retailer to ensure completion and readiness to go-live.

The checklists are outlined in the following sections:
- Setting up your stores in LB system
- Setting up your campaigns in dashboard
- Getting ready to launch your app
- Retailer acceptance test best practices

Stage 5: Go-live and marketing launch

- Retailer to ensure go-live and that stores and all internal teams are trained and ready.
- Retailer to ensure necessary material is available for customers and stores

The checklists are outlined in the following sections:
- Go-live and marketing launch best practices
- Adding a new store after launch how to guide
- Customer service how to guide
- Finance and accounting how to guide
- Insights reports and analytics how to guide
- FAQ - the how to guide for stores and customers

Provide LB with brand material

Checklist:

Brand related

- [ ] Logo, high resolution image, png format
- [ ] Brand fonts
- [ ] Brand colour palette
- [ ] Brand guideline document

Car Wash related

- [ ] Car wash communication material
- [ ] Car wash plans, pricing, features and any other related information
- [ ] Examples of recent car wash collaterals/campaigns
- [ ] High-resolution images (cars, machines, stores, service)
- [ ] Icons used for car wash material

Do's and Don'ts

- [ ] Any brand specifics to be aware of?
- [ ] Any car wash specifics to be aware of?

To be part of app-design

- [ ] Website link
- [ ] Social media links (Facebook? Instagram? Twitter? YouTube?)
- [ ] Contact us information
- [ ] Customer service email
- [ ] Customer service phone number

Confirmations to LB

- [ ] Language: one or multi-language
- [ ] Scope for launch: Subscription (Individual, Family, Business), Single-wash, Bundle-wash

Provide LB with app required accesses

Checklist:

Create for retailer

☐ App store
☐ Google Play store

Give developer access to apps@barcodes.no

☐ App store
☐ Google Play store

Request the guides from LB if needed

☐ "How to set up an app Publisher account"
☐ Register a new Google Developer Account
☐ Generate Google Maps API keys
☐ Register a new Apple Developer Account
☐ Add Apple Developer as your application manager

Provide LB with retailer specific details

Checklist:

☐ Provide LB with the retailer`s Tax ID

☐ Provide LB with email addresses to 1-3 super-users (link to guide "Adding users")

☐ LB confirmed dashboard access given to the super users

☐ Confirm ok with email address for receipts email: retailer@liveloyalty.com

☐ Provide receipts email for own domain (if required)
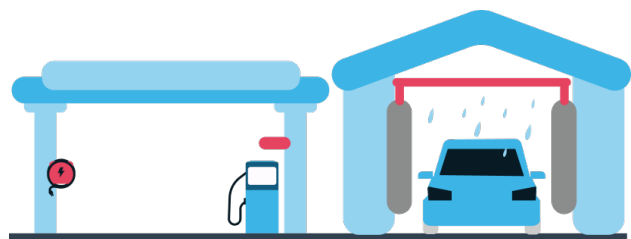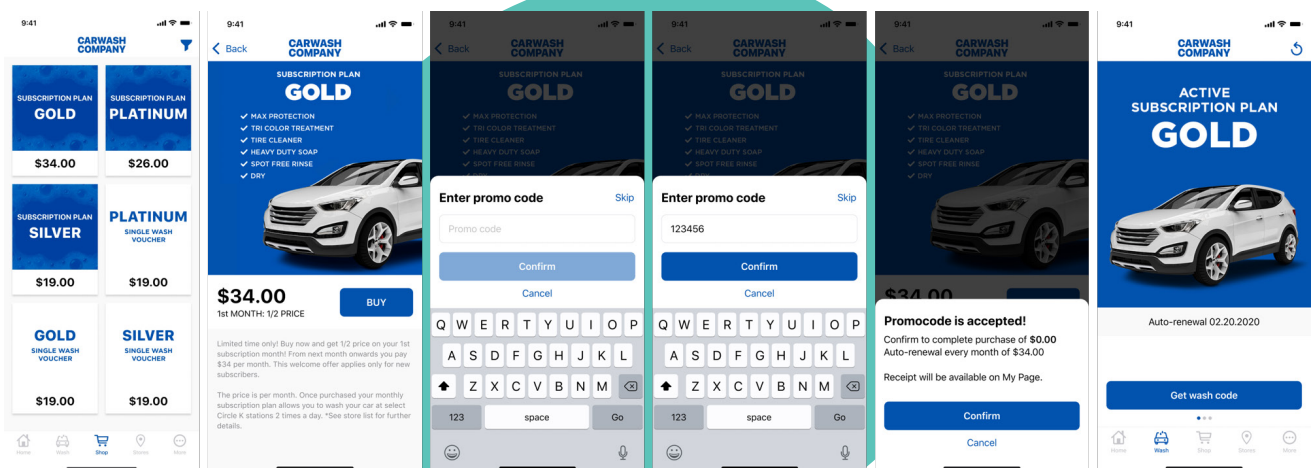
Provide LB with app text confirmation or translation

Checklist:

Brand related

☐ Text strings in the app (document with all screens and labels will be shared by LB)

☐ Confirm all text strings - provide LB with any edits

☐ Translate all text strings (if relevant, e.g. multi-language)
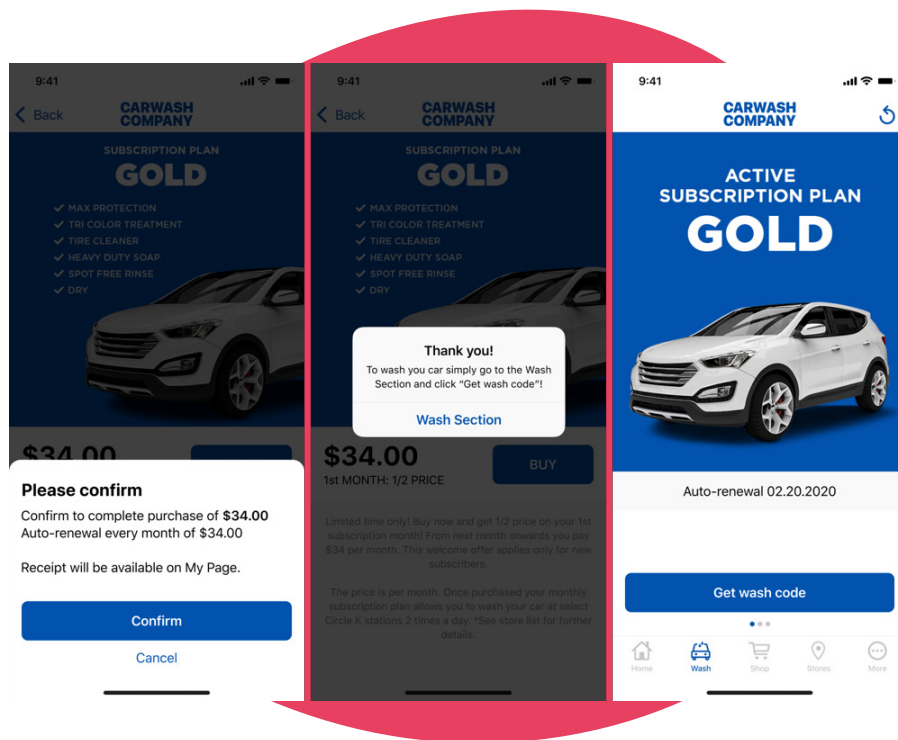
Note: text strings are flexible and can change at any time also after go-live, however any later text changes require work for Liquid Barcodes and are subject to invoicing hourly support work.

Provide LB with required information from legal team
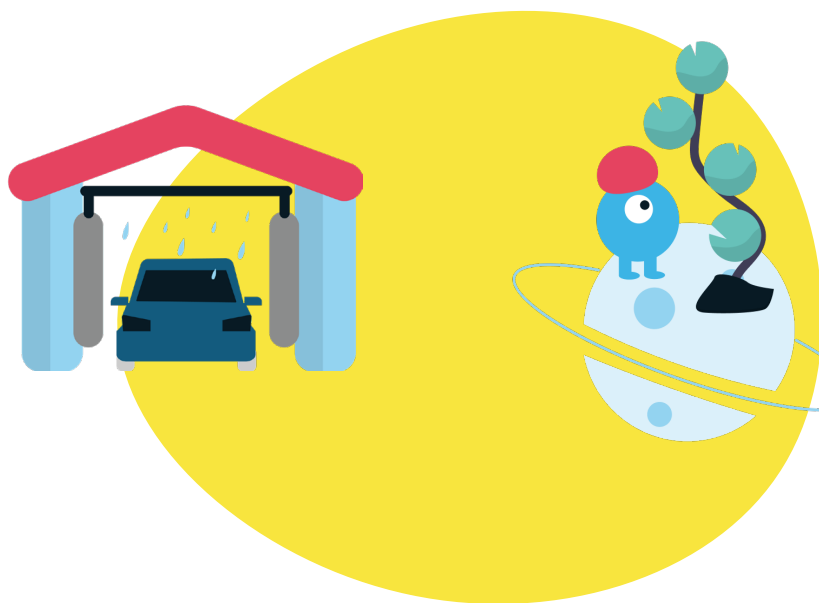
Checklist:

App related

- ☐ Terms & Conditions text
- ☐ Privacy policy text
- ☐ Example - Carwash company: https://liveloyalty.com/privacy/carwashcompany

Contract related

- ☐ Data Processor Agreement signed with LB

Setting up your payment partner

Checklist:

- ☐ Signed agreement with payment provider, commercials agreed
- ☐ Retailer has aligned payment provider on project scope and timeline
- ☐ Payment partner merchant account for retailer in place
- ☐ If possible, invite LB to the merchant account as developer
- ☐ If the previous step is not possible, LB will provide instructions on how to configure the merchant account in customer dashboard
- ☐ Payment partner configurations confirmed done
- ☐ LB has received API credentials for merchant account (retailer)
- ☐ LB has switched app to production API credentials
- ☐ Payment partner reports access confirmed by retailer
- ☐ Payment partner has approved / certified app for launch
- ☐ Retailer acceptance tested purchases on the app
- ☐ Retailer to confirm with payment partner ready to launch
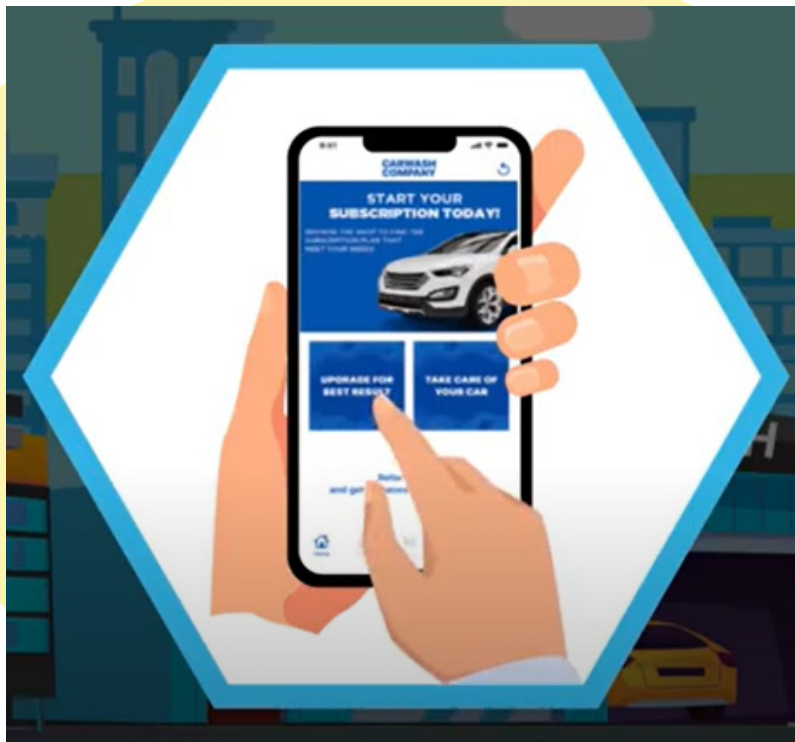
Setting up your car wash partner

Checklist:

- [ ] Signed agreement with car wash partner, commercials agreed
- [ ] Retailer has aligned car wash partner on project scope and timeline
- [ ] Car wash partner configurations confirmed done
- [ ] LB has received production API credentials for retailer
- [ ] LB has switched app to production API credentials
- [ ] LB has confirmed all configurations done
- [ ] Retailer confirms with car wash partner correct configuration of machines
- [ ] Retailer acceptance tested washing with the app
- [ ] Retailer to confirm with car wash partner ready to launch

Setting up your stores in LB system

Approach:

- Preferred: Is store data available via API? Provide API endpoint and API credentials
- No store data API - use stores detail excel template and import list
- Add new (few) stores by manual entry in dashboard - settings menu - stores

Store detail excel template for import:

- Store name
- Address
- ZIP
- City
- Phone number (optional)
- Email (optional)
- Region (optional)
- Store ref
- Position (Latitude/Longitude)
- Opening hours
- Tax legal entity name
- Tax rate per store for car wash
- Machine programs (and Ids)
- Fuel brand
- Brand logos
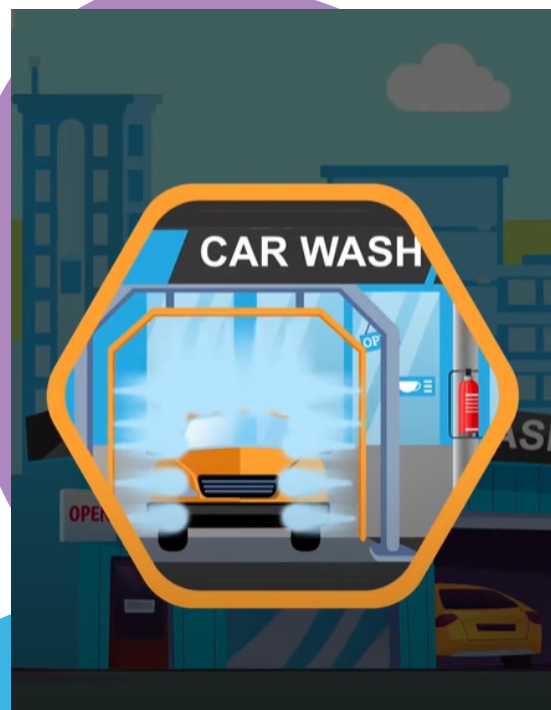
Store detail edit / add new store in dashboard - project managers to provide tutorial

How to video:

https://kb.liquidbarcodes.com/how-to-videos/ -> Pages - > Video:
"Settings - manage stores"

Setting up your campaigns in dashboard

Checklist:

- ☐ Image guide for app content received from LB
- ☐ Initial content set up by LB
- ☐ Dashboard training received

**We believe the future
of loyalty is convenient.**
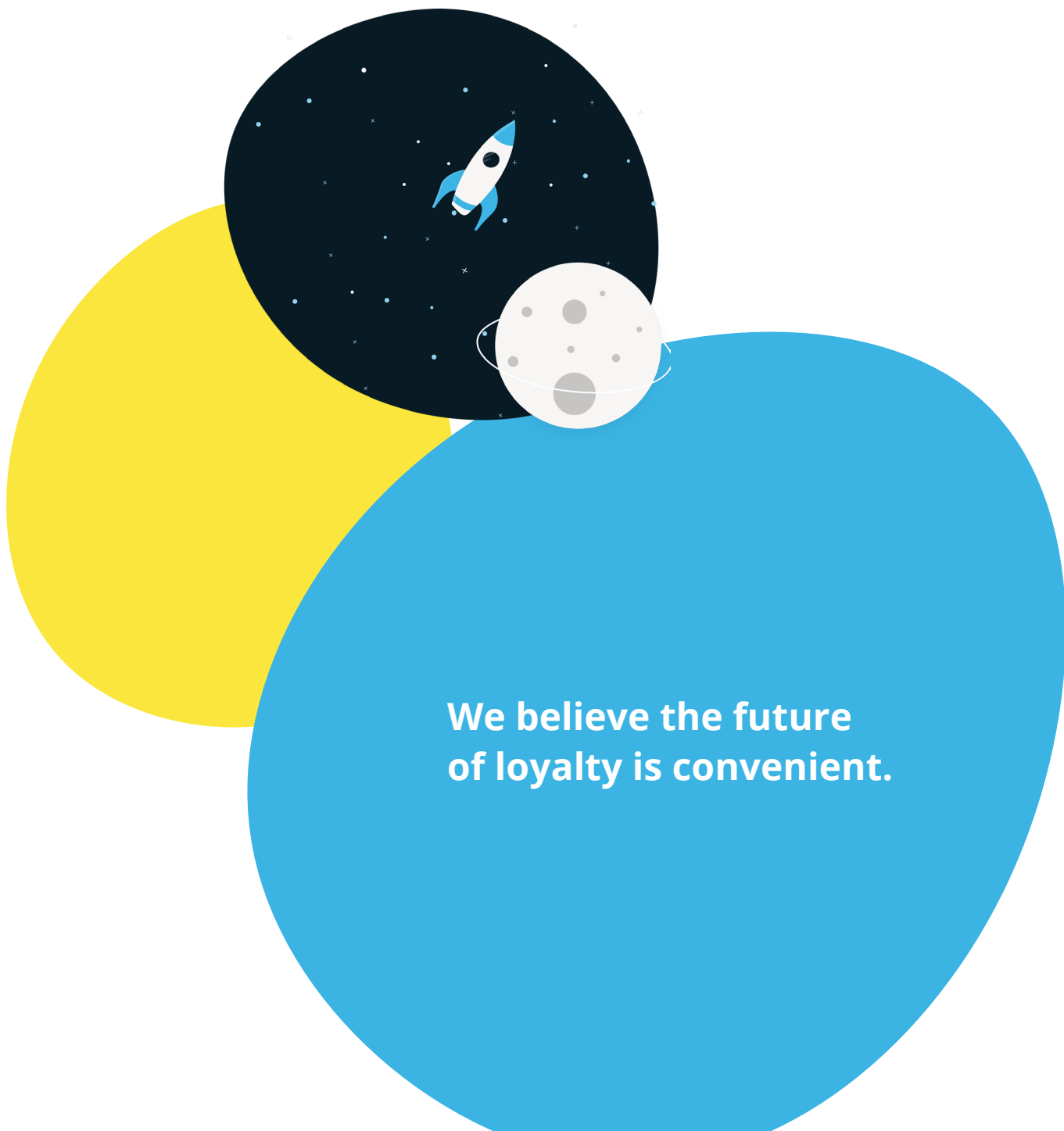
Getting ready to launch your app

Checklist:

Provide app descriptions

☐ App Store and Google Play Store template

Approve app screenshots

☐ Carwash Company example

App download page on your website

☐ Guidelines

☐ Carwash Company example

App FAQ page on your website

☐ Guidelines

☐ Carwash Company example

Retailer acceptance test best practices

Checklist:

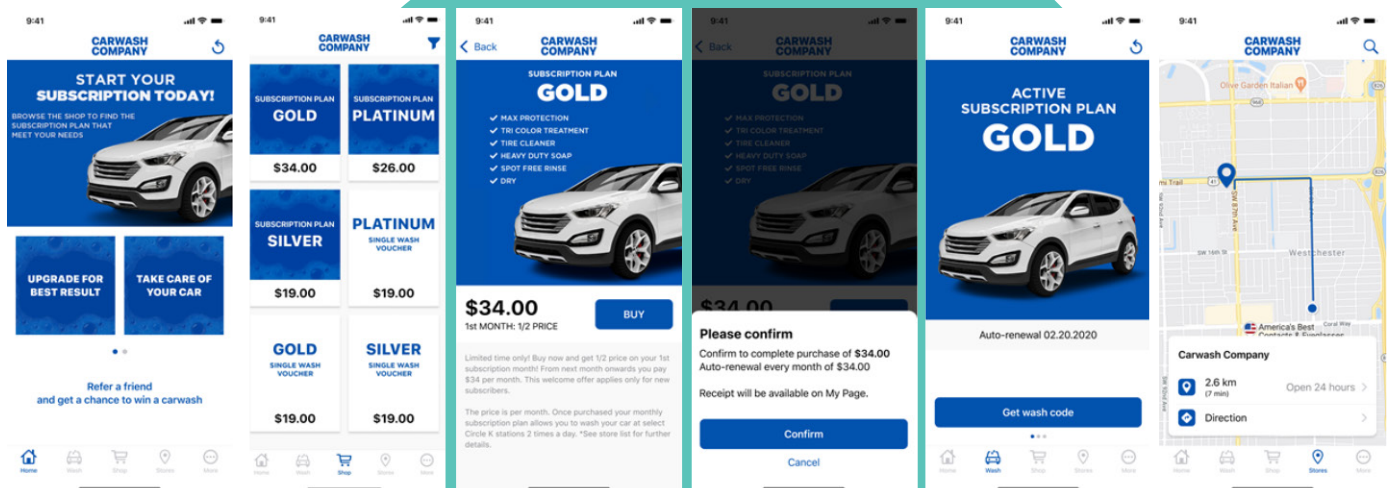**THERE ARE THREE KEY CUSTOMER FLOWS:**

- Register with the app
- Purchase your subscription plan
- Use your subscription plan; wash your car

Register with the app

- ☐ Make sure that you have the latest version of the app provided by LB
- ☐ Open your app
- ☐ Introduce your phone number
- ☐ Accept consents
- ☐ Access home screen

Purchase your subscription plan

- ☐ Go to shop
- ☐ Introduce a valid credit card
- ☐ Purchase is successful

Use your subscription plan; wash your car

- ☐ Go to wash section
- ☐ Remember that you need to be in a radius of 200 m from the store
- ☐ Select Start wash / Get wash code
- ☐ Wash your car

Go-live and marketing
launch best practice

5 best practice tips to launch
the carwash subscription program.

Checklist:

☐ Subscription plans - keep it simple and start with individual subscription plans only.

☐ Launch campaign pricing - keep high prices and use plan rebate mechanics with 1/2 price first month or 2nd month free (buy one, get one).

☐ Make sure as many store managers and store employees as possible goes on App Store and Google Play store and rate your app with top score and leave positive comments!

☐ Make sure your store managers and store employees have received the FAQ leaflet and can answer questions from customers.

☐ Make sure customer collateral is in the store and available to customers at launch.

Adding a new store after launch how to guide

Retailer to contact carwash provider to make sure the new site is ready and ask for configuration details.

Retailer includes the new site in LB dashboard

Retailer share with LB carwash configuration for the new site

LB confirm readiness of the store

Site is tested and live
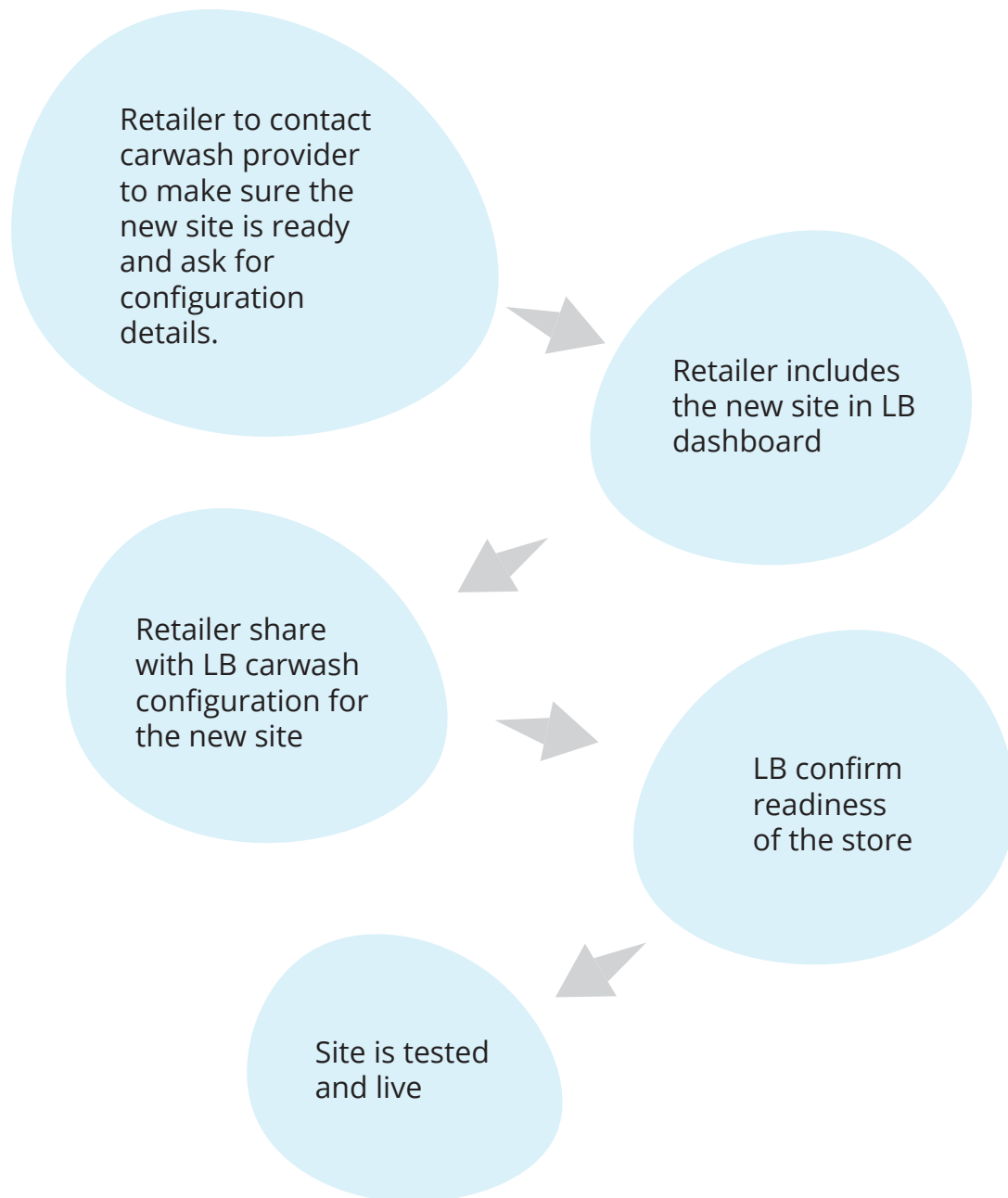
Customer service how to guide

The how to guide has the following chapters:

Manage devices
Give personal rebates
Manage multi-user subscription

Checklist:

- ☐ Retailer has received the guide
- ☐ Retailer has shared the guide with customer service team
- ☐ Customer service team has been trained
- ☐ Customer service team has access to dashboard - user support

Finance and accounting how to guide

Approach:

Preferred: Accounting will get reports via API

- Credentials are shared by LB
- Integration scheduled with retailer`s IT team
- Reports confirmed received daily via API
- Accounting will get reports via SFTP
- Accounting has access to LB dashboard and knows how to download reports

Checklist:

☐ Accounting has received sample reports from LB
☐ Accounting has confirmed how to match LB reports with payment provider`s reports
☐ Accounting has confirmed understanding of how to settle stores

Resources:

API documentation page: https://kb.liquidbarcodes.com/api/#get-report-from-liquid-barcodes

RELEVANT REPORTS FOR CAR WASH SUBSCRIPTION:

Shop transaction report:
The purpose of this report is allow the retailer to match all transactions on the app towards the money coming in from the payment provider. The key field in the report is "Payment Ref". This is the transaction reference from the payment provider.

Link: https://kb.liquidbarcodes.com/campaign-operations/data-reports/#shop-transaction-report

Shop settlement report:
The purpose of this report is to allow the retailer to allocate single-use coupon sales amount received to the central merchant account (HQ), to the stores where usage has happened. For a given period the report will show single-use coupon codes that are: Used in the report period, Expired in the report period, Active at report period end (purchased before or on period end, but not used or expired at report end). The shop transaction report only show transactions for a specific date/period (processing date), whereas the shop settlement report will show all used/expired/active codes for the date/period report is generated. Report details: "Code status": "Used" or "Expired" – or "Active" if not used or expired. "Store ID": If Code status = Used, column show StoreID, If Code status = Expired, column show StoreID of shopper's local (home) store, If Code status = Active, column is blank. "DateTime": show the local time of usage or expiration time. If Code status = Used, time of coupon usage, If Code status = Expired, expiration time, If Code status = Active, column is blank.

Link: https://kb.liquidbarcodes.com/campaign-operations/data-reports/#shop-settlement-report

Subscription settlement report:
The purpose of this report is to allow the retailer to allocate the subscription amount received to the central merchant account (HQ), to the stores where the usage has been over the subscription period. In the report only concluded subscription periods for a member (subscriber) will be present i.e. 30 days after the payment date. For a member there can be multiple rows, if usage across multiple stores. If the member have only used the subscription at one store there will be only one row for this member. If the member has not used the subscription at all in the subscription period there will be one row and the store is the member`s local/home store. The report auto-allocates the entire subscription amount to the local/home store if there is no usage. For members with usage across multiple stores the allocation amount is pro-rata based on usage.
Link: https://kb.liquidbarcodes.com/campaign-operations/data-reports/#subscriptions-settlement-report
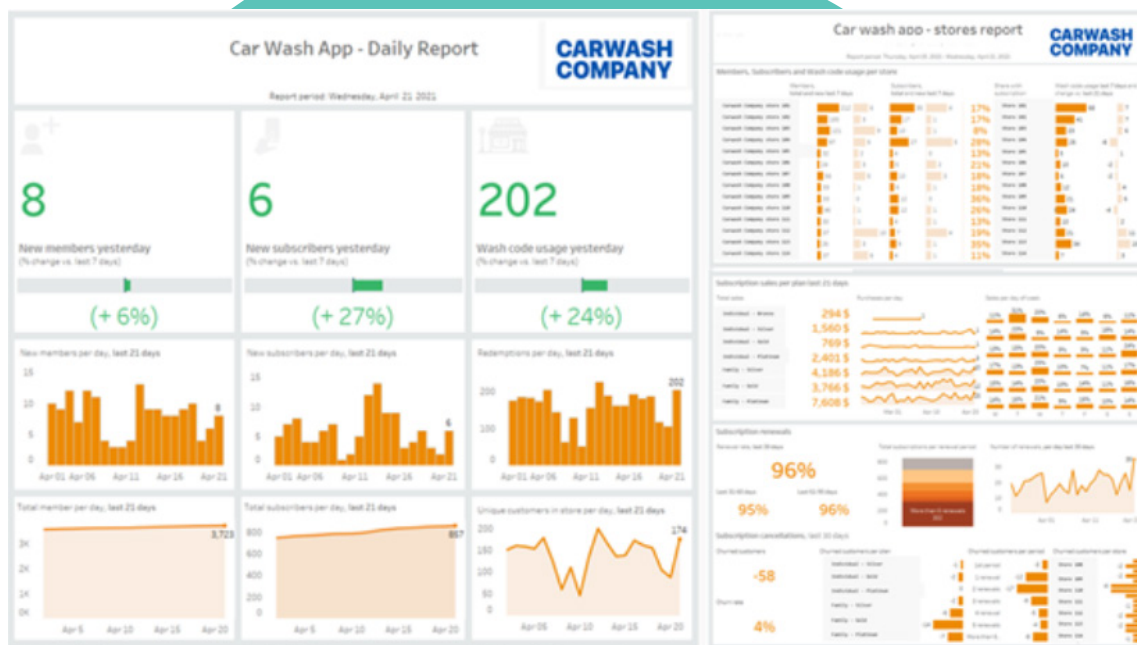
Insights reports and analytics how to guide

Checklist:

- ☐ Daily report confirmed received
- ☐ Weekly report confirmed received
- ☐ Weekly store benchmarking report confirmed received

Getting access:

- Email address to main tableau user provided to LB ($100/user/month)
- Email addresses to additional tableau users provided to LB ($50/user/month)

FAQ (how to guide for stores and customers)

1. WHEN WILL I BE BILLED FOR MY CAR WASH PLAN?

The day you sign up becomes your monthly payment date for each consecutive month you are on the program. The plan will auto-renew.

2. CAN I USE MY MEMBERSHIP AT ANY CAR WASH LOCATION?

Yes, please visit our store locator to find the wash nearest you.

3. HOW DO I SIGN UP FOR A MEMBERSHIP?

It's quick and easy! Simply go to your local participating Car Wash and download our App.
Follow the instructions to get started on your subscription plan!

4. CAN I USE MY CAR WASH APP WITH MORE THAN ONE VEHICLE?

Yes, your plan is linked to your phone so you can choose to wash a partner or family member's car. There is a fair usage policy in place.

5. CAN I CHOOSE MY CAR WASH PLAN?

Yes, when you're at the terminal at a participating car wash location and ready to start your wash, simply log in to the Car Wash app and choose "Get wash code". The app will generate a unique code. Enter this code into the wash terminal to start your wash.

6. WILL I RECEIVE A REFUND IF I CANCEL MY CAR WASH PLAN?

No, your plan will remain active until the day before your next billing date.

7. CAN I USE MY CODE AT A DIFFERENT LOCATION FROM WHERE IT WAS ORIGINALLY GENERATED?

No, your code needs to be used at the site you requested it from.

8. HOW LONG IS MY CODE ACTIVE?

After your request, the code is active up to 2 hours (number of hours is defined by carwash machine provider).

9. I AM HAVING AN ISSUE WITH MY WASH CODE?

1. First check if the store is a participating location, you can find all stores in the store locator.
2. Second, make sure your location services in your settings are ON and your mobile service is ON
3. If you are still having issues, give us a call at xxxxxxxxxx or navigate to the CONTACT US page inside the App – Our team will be in touch with you shortly!

10. I AM HAVING ISSUES WITH PAYMENT?

- We accept all cards for payment including Visa, Mastercard and American Express
- If you are not able to make a purchase of a Car wash plan, you need to ensure you have completed your payment method first.
- If you are still having issues, give us a call at xxxxxxxxxx or navigate to the CONTACT US page inside the App – Our team will be in touch with you shortly!

11. I WANT TO CANCEL MY SUBSCRIPTION?

- Please navigate to MY PAGE and click on MANAGE MY SUBSCRIPTIONS
- If the above feature is deactivated then
    - Please navigate to the CONTACT US page and complete the form. We will be in touch with you very soon.

About Us

**Put a rocket under your loyalty program:**

With our loyalty platform, we help design and operate world-class, tailor-made subscription and reward programs that make sure your customers always come back.

Your customers will be over the moon:

Our goal is to bring your customers into a future of loyalty that is more engaging, convenient, fun and intelligent.

Feel like a rocket scientist:

We give you the building blocks you need to create the ultimate rocket ship that will launch you into the future of loyalty. Our loyalty platform is easy-to-use and designed specifically for the convenience retail industry.
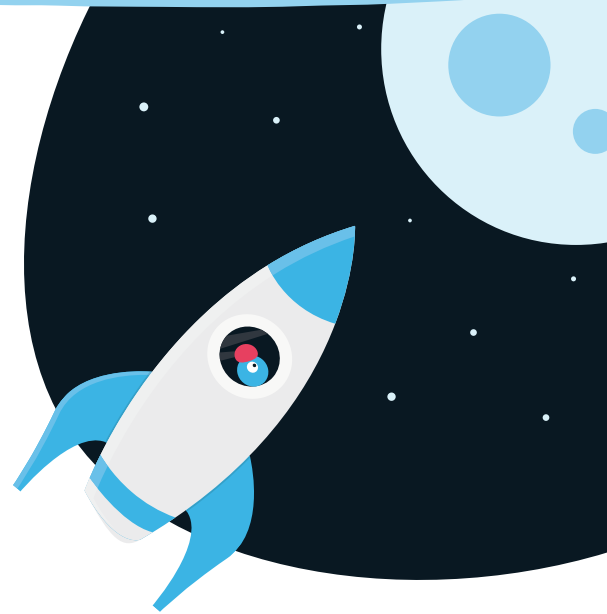
Who we are

"Our people are among the world's foremost experts in engaging and retaining convenience retail customers, and we are passionate about the future of loyalty."

LIQUID BARCODES

Visit liquidbarcodes.com to learn more!

We bring you the future of loyalty.

Whether the consumer wants the ultimate convenience with subscriptions or to earn stamps or points, our loyalty platform makes sure they keep coming back to your convenience stores. Our tailor-made products make building loyalty a breeze for you - and fun and easy for your customers.

LiQUiD BARCODES