

Automated membership and loyalty program management

Automates membership enrollment, renewal tracking, loyalty point accrual, and personalized offer delivery across car wash chain locations. This workflow increases customer retention, reduces manual membership management, and drives recurring revenue through automated engagement.

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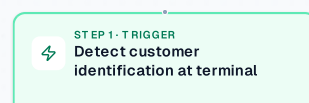


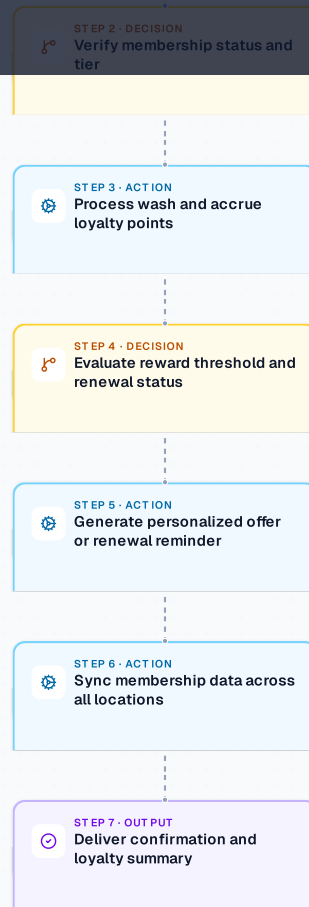
WORKFLOW TRIGGER

Customer scans RFID tag or enters phone number at wash bay terminal

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Detect customer identification at terminal

RFID tag scan or phone number entry at the wash bay triggers customer lookup in the membership database. System captures location, timestamp,

and vehicle information.

AI Business OS

Sonny's RFID

Unitec Electronics

2

 DECISION


Verify membership status and tier

System checks if customer is an active member, expired member, or new prospect. Routes workflow based on membership tier (Basic, Premium, Unlimited) and account standing.

WashCard

DRB Systems

3

 ACTION

Process wash and accrue loyalty points

Records the wash transaction, applies membership discount, and calculates loyalty points based on service selected. Points multipliers are applied for premium tiers or promotional periods.

DRB Systems

Micrologic Associates

4

 DECISION

Evaluate reward threshold and renewal status

Checks if accumulated points qualify for a free wash reward or if membership renewal is approaching within 14 days. Flags accounts requiring retention outreach.

WashCard

DRB Systems

5

 ACTION

Generate personalized offer or renewal reminder

Creates targeted communication based on customer history—free wash redemption notification, renewal discount offer, or upgrade incentive. Queues message for delivery via SMS or email.

Micrologic Associates

WashCard

6

 ACTION

Sync membership data across all locations

Updates centralized membership database with transaction details, point balances, and offer history. Ensures real-time sync so customer can redeem benefits at any chain location.

DRB Systems

PDQ Manufacturing

7

 OUTPUT

Deliver confirmation and loyalty summary

Sends customer a wash confirmation receipt showing points earned, current balance, and any available rewards. Updates management dashboard with daily membership performance metrics.

Unitec Electronics

DRB Systems



Outputs

- Customer receipt with loyalty point balance and available rewards

- Automated renewal reminder or personalized upgrade offer sent to customer

AI Business OS

Real-time membership analytics dashboard updated across all locations



Key Metrics

- Membership renewal rate percentage
- Average loyalty points redeemed per customer per month
- New membership conversion rate from non-member visits



Tools & Integrations

- Sonny's RFID
- Unitec Electronics
- WashCard
- DRB Systems
- Micrologic Associates
- PDQ Manufacturing

AI Business OS

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