CLIENT SUCCESS STORY

CAR WASH INDUSTRY LEADER REACHES CUSTOMERS WITH DIGITAL TUNE-UP

Technology Partners
Your Clear Choice in IT™

In the hyper competitive world of washing cars, cleaning up the technology is the road to success.

Background

As a nationally recognized industry leader, Waterway Carwash offers a wide range of services to exceed the customer's expectations of a typical car wash experience. Through the careful consideration of the people they hire, the constant refinement of car wash technology, and the precise detail within each new building's architecture, Waterway displays a relentless pursuit of customer excellence.

The Challenge

Waterway had existing backend technology that had proven beneficial in the past, but modern advances in software and increasing consumer demands beckoned for a true and lasting improvement. All of their systems needed to work together to provide an effortless customer experience for each person who used their app.

The Plan

If Waterway could transform their entire digital systems they could outperform their competition and deliver an unparalleled experience to their customers across the midwest. This digital transformation would allow further growth and flexibility and help them leverage their current offerings into increased business and sales.

The Results

Technology Partners set to work, leaving no stone unturned. Reworking Waterway's loyalty program, customer service systems, and charitable donations, we fully and completely modernized their technology allowing for a painless and enjoyable experience for every customer, old and new.

> **"Working with Technology Partners has shown that there are companies out there that still believe in going the extra mile. Not only did they listen to the challenge we faced, they thoughtfully provided a solution that has set us up for years to come."**

Michael Pusatera
Director of Information Technology
Waterway Carwash

52%

of users said that a bad mobile experience made them less likely to engage with a company.
-ComScore's 2017 US Mobile

Find more success stories at **technologypartners.net** and see how you can utilize our decades of experience to give you more peace of mind.