

# Prepay & Fleet Programme

Pre-Pay Convenience | Run Flexible Promotions  
Manage Fleet Accounts | Track and Report Usage  
Smartcard | Auto Passport



The **commercial flexibility** of **contactless card technology**,  
fully integrated with your Codax™ code access system.

[www.psdcodax.com](http://www.psdcodax.com)

Defining the World of Car Wash Technology

Smartstart Plus | Smartstart Pro | Auto Sentry® Petro | Auto Sentry® Flex | Auto Sentry® CPT | WashConnect®

A single-use Codax code is perfect for many customers, but by adding Codax Smartcard you gain infinitely more possibilities for increasing **loyalty**, securing **repeat business** and operating **profitable** fleet accounts.

In its simplest form, Codax Smartcard allows you to sell prepay wash cards with attractive top-up prices. However the flexibility of the system means you can also create special promotions, offers and bundles of services; the only limit is your imagination.

Codax Smartcard can also be used as a full tracker system. This is perfect for customer accounts, fleet schemes and management of commercial truck and bus washes.

Both systems are straight-forward to use, are fully integrated with other Codax products and can be installed without long cable runs.

## Codax has always led the market with **flexibility** and **ease of use**.

Now Codax Smartcard adds more ways to control wash equipment and deliver profitable services.

**Designed for forecourt retailers and fleet operators, Codax Smartcard offers:**

- Fully flexible control – of available times, programmes and frequency of use.
- Detailed usage data – for sales analysis or account billing.
- Easy management – simple configuration and data collection.

Best of all, Codax Smartcard can be installed and operated without any new cabling.



# Keeping it easy for users

Codax Smartcard can be installed on just about any forecourt or commercial wash equipment.

The unit can be fitted in an easily-reached pedestal on the approach to a car or truck wash or mounted on the face of car care equipment, such as a jet-wash.

Like the standard Codax unit, there are no extra buttons or engineering controls that can confuse customers.

The system uses contactless card technology, so there are no moving parts or exposed sensors that can be damaged or wear out.



## An integral part of your Codax system.

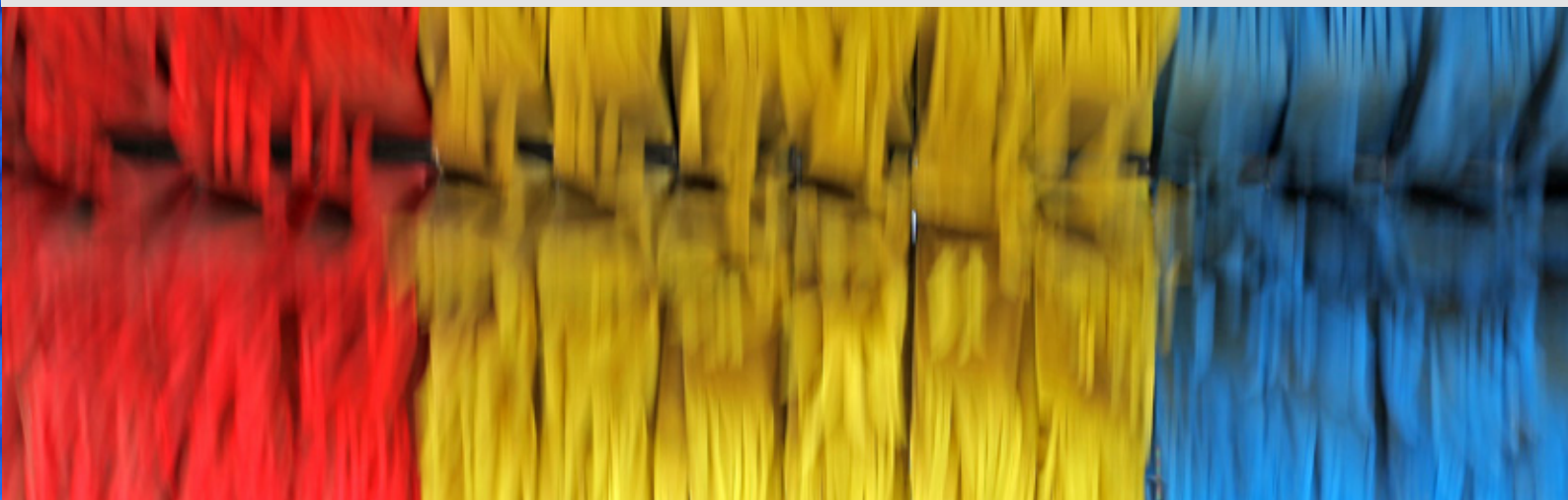
Codax Smartcard is 100% compatible with all the products in the Codax range. It can be added on to existing code access systems or specified as part of new Codax installations.

By combining Codax code access and Codax Smartcard you have the best of both worlds: simple code access for one-off purchases as well as more rewarding options for regular customers.

Codax Smartcard can be used for:

- Prepay cards: top-up in-store
- Account cards: invoice periodically

Codax Smartcard allows you to offer different packages, promotions and prices to prepaid and account customers.





## Pre-pay Wash-cards

In a competitive market, it is important to **keep innovating** and to **run effective promotions**.

With Codax you can now sell a whole variety of cards that reward loyalty and provide the convenience of instant service.

For some carwash customers, prepay value cards are the most attractive. For example, by prepaying a discounted value for multiple washes, they will receive higher value washes in return.

For other customers, programme-specific offers are more attractive; off-peak wash cards can work very well, as can 'once a week' or other time limited offers.

Codax Smartcard can also help you create packages, such as 'wash and vac' which encourage customers to upgrade to premium programmes and try out new services.

These are just examples of how Codax Smartcard is being used by forecourt operators; the power and flexibility of the system means that your team has countless opportunities to devise promotions which maximise usage and profits.

## An **integral** part of your Codax system.

Like the standard Codax system, the Smartcard option is available as a stand-alone retail terminal or linked to POS systems over your retail network. Our self-service payment terminals can also be configured to accept Codax Smartcards.

To avoid shrinkage and unauthorised use, wash cards are supplied without any value preloaded; it is first added at the point of sale.



## Marketing Flexibility



Codax Smartcard allows you to create almost any combination of **validity periods, promotions and packages** with prepay and account cards.

You may choose a standard design for your Smartcards or apply your own branding and layouts.

### Example Offer - **VALUE SAVER!** Automatic Car Wash Options

Option 1	The Ultimate Wash - High pressure pre-wash, foam, wax & dry, high pressure under body wash	SAVE 30%
Option 2	The Luxury Wash - Pressure pre-wash, foam & dry	SAVE 30%
Option 3	The Car Wash - Foam, wax & dry	SAVE 30%
Option 4	The Express Wash - Shampoo & rinse	SAVE 30%

**Purchase a Value Saver at £35 and receive £50 of washing!**

At the wash terminal you are free to choose any wash programme each visit.

# Account Cards

Business account customers can be a **great source of regular business** - from a single taxi driver to a large sales force or delivery company. Furthermore, with Codax Smartcard, you can give them **more reasons to keep coming back**.

Codax Smartcard can be used with almost any financial accounting system, giving you everything you need to operate simple, dependable and competitive wash accounts.

The Codax Smartcard tracker system allows you - and the fleet managers who you serve - to track individual usage, to limit the available programmes, to manage peak and off-peak times and to quickly cancel lost or stolen cards.

The Codax Card Manager is a powerful desktop application that provides access to all your Smartcard configuration and usage data

## Managing and tracking accounts

For Codax Smartcard installations with the tracker option, the Codax Card Manager software allows a manager or other staff members to gather usage data and manage account cards.

The software allows them to issue new cards and manage lost/stolen cards.

It also includes simple tools to export data for management reporting and customer billing.

# Truck and Bus Wash

Codax Smartcard is enabling truck and bus operators to control and monitor how their automated washes are being used.

With Codax Smartcard, you can issue a card to each driver or for each vehicle. With the Codax Card Manager software you can monitor usage, even checking that each vehicle is being washed as often as you expect.

To prevent drivers selecting wash programmes that might damage their vehicle, you can restrict each wash-card to just the appropriate options.

More enterprising operators are also generating revenue by opening up their washes to small firms and owner- drivers. The Codax system can restrict their usage to off- peak hours, while the desktop software quickly and easily provides all the data required for regular, accurate billing.



# Auto Passport

Get the RFID Advantage with the Auto Passport System.

A two lane Auto Passport system can process more than 30,000 car washes in one month. With RFID technology, we can identify each vehicle that passes through the wash. The data is time stamped and stored for reporting. This all happens automatically, without user interaction.

## Benefits:

- Speedy, convenient and secure.
- Active club members can visit your multi-locations.
- Track vehicles for clubs and fleet accounts effortlessly.
- Use of RFID tags is a easy way to build customer loyalty.
- The system has the flexibility to meet the operator's needs.
- Set up unlimited wash club programs with RFID tags and Profiles in WashConnect, and then benefit from the reoccurring monthly credit card funds from your wash club members.
- WashConnect provides management reports for RFID club and fleet members.
- Provide select customers with special offerings by setting up a Profile associated with their RFID tag.



Contact your local reseller:



To learn more about PSD Codax,  
our services and our products,  
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