

CASE STUDY

ProntoWash Automates Orders and Payments with Mobile POS Solution for iPhone

Daily Systems and eNabler have teamed up to provide ProntoWash an all-in-one POS solution for iPhone. The solution speeds up the order and checkout process, provides mobile access to customer data, and tracks the business performance in real time.

The challenge

ProntoWash®, a car detailing business, was looking for an all-in-one point-of-sale (POS) solution for its 14 retail locations in Puerto Rico. The solution needed to support the entire business process, including capturing customer information, entering orders, and processing payments as well as communicating with QuickBooks, which is the company's accounting system.

ProntoWash was using a completely manual system to track orders and record payments, which resulted in a lot of extra administrative work and no efficient way to communicate between the main office and the car wash locations.

"The paper-based system was inefficient and provided poor visibility into the business performance, and we did not know who our customers were," explains Marcelo Villena, president of ProntoWash in Puerto Rico.

Card payments were processed with a credit card terminal, for which the company paid a monthly fee. The payment terminal was a stand-alone solution with no connection to the accounting system.

ProntoWash was looking for a POS solution that could take care of all the computer needs. The car wash locations operate in an open, partly outdoor environment, which makes it hard to manage and secure computer equipment.

"Ultimately, we wanted a mobile solution with all the features of a traditional POS system, but that our sales managers could carry with them and take home at the end of the day," says Mr. Villena.

The solution

After evaluating several options, ProntoWash selected the only all-in-one POS solution for the iPhone, which includes the iAPS sled from Daily Systems and the eMobilePOS® software from eNabler.

The solution allows ProntoWash to capture customer information, enter orders, and process payments with the same device. The iAPS sled adds bar code scanning, secure card swiping, and receipt printing to the iPhone capabilities; all integrated in one device.



The mobile POS has all the features of a traditional POS system but fits in the palm of your hand.

"Our managers can provide prompter service and attend to our customers' needs, but most importantly, our customers spend less time waiting for their cars."

Marcelo Villena, president of ProntoWash, Puerto Rico

The mobile POS software from eNabler communicates with QuickBooks via the cellular network and eliminates the need for a local network at the car washes.

The iPhone-based solution supports the entire process from order to payment. When a customer arrives at the car wash, the bar code on the license plate is scanned. The system recognizes if it is a new or existing customer. All data fields are automatically populated whether it is an existing customer, and the sales manager can see customer information and order history. This helps him or her to suggest relevant services and products. A sales order is created, and a receipt is printed and given to the customer in exchange for the car.

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Since the car washes are located in shopping malls, most customers shop while they wait for their cars. The customer is alerted via a text message when the car is ready for pickup.

At pickup, the customer shows the receipt and approves the work by signing directly on the iPhone display. The integrated card reader and printer enables card payments to be processed quickly and securely and receipt can be printed; without leaving the customer's side. All card data is encrypted and is never stored on the iPhone.

The eMobilePOS software allows the sales managers to record the material used for each job and tracks the number of jobs per washer. Additionally, sales managers can view inventory and order new supplies in real time.

The advantage

By selecting eMobilePOS and the iAPS sled with an integrated printer and card reader, ProntoWash has a complete POS system with everything they need to run their business in the iPhone

"Our sales managers can interact more with the customers instead of being tied to a desk," says Mr. Villena. "With customer data and order history at their fingertips, sales managers can have a consultative sales approach and suggest relevant services."

The ability to capture data electronically has significantly reduced the amount of paperwork, and many processes have been automated. All captured data is automatically communicated to QuickBooks without any manual data entry.

"Our managers can provide prompter service and attend to our customers' needs, but most importantly, our customers spend less time waiting for their cars," continues Mr. Villena. "Thanks to eMobile POS, we have real-time visibility into our business performance at any time. We know who our customers are, what they buy, and how often they come to us."

"The iPhone platform provided more flexibility and value than other POS solutions," continues Mr. Villena. "In fact, we got a complete POS system for what we used to pay for our credit card terminal before."

The iPhone is not a dedicated POS device, but ProntoWash also uses it for phone calls, emails, and text messages, and they have access to thousands of affordable apps on iTunes.

"Not only can we provide our customers better service now, but we have also improved the communication between the central office and the retail locations," says Mr Villena. "Our managers carry the iPhones all the time, and we don't need to worry about securing the equipment at night."

The iPhone-based solution only costs a fraction of a traditional POS system, and it is easier to deploy. There are no cables and no equipment to install. The eMobilePOS software is distributed via iTunes along with any software updates.



The iAPS sled adds scanning, secure card swiping, and receipt printing to the iPhone.



ProntoWash is the global leader in car wash services and has revolutionized the car washing business with an environmentally friendly and convenient mobile car wash service. The company is headquartered in Argentina, and operates in more than 23 countries with a network of master franchises.



With more than 10 years experience in mobile store systems and being the first mobile POS solution available in the Apple App Store, eMobilePOS® is the most complete mobile POS system in the market. It creates a seamless shopping experience while increasing employee productivity with an unprecedented ROI. eMobilePOS focuses on mobility and simplicity, providing anywhere access to sales transactions and payments. It was recognized with the "Best CTIA Mobile App" award in 2008 and the "Most Innovative Solution" award at RetailNOW 2011. Visit www.eMobilePOS.com for more information.