



The WashNow! Online Store



Introducing the ICS eCommerce solution: **WashNow! Online Store** features a robust, intuitive design, boasts high customizability and provides a frictionless shopping experience. Give your customers a truly branded destination to shop online

- **Self-Service Account Management** – Customers can update payment methods, manage vehicles and cancel, pause, or restart memberships in just a few clicks.
- **Secure, Fast Checkout** – A streamlined checkout experience designed to be quick, secure, and friction-free.
- **Fully Branded Experience** – More than just a store a customized online experience tailored to your brand for a cohesive, professional presence.
- **Mobile-Optimized Convenience** Works beautifully on any device so customers can buy washes and manage memberships wherever they are.

Contact the **The Agency at ICS** to build or enhance your online store!
TheAgencyatICS.com | TownsendR@icscarwashsystems.com

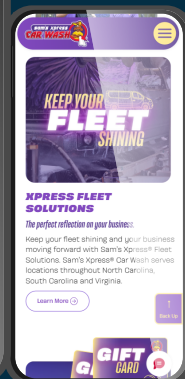
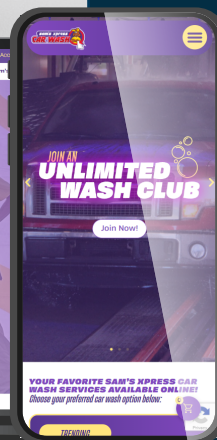
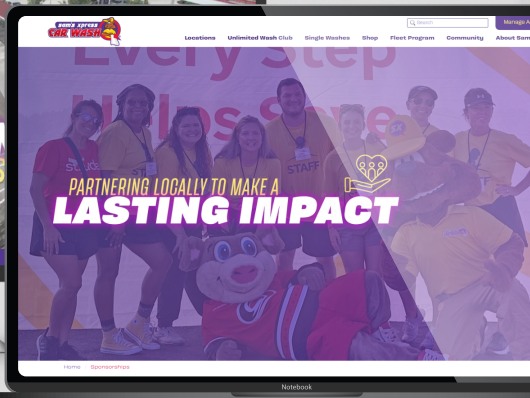
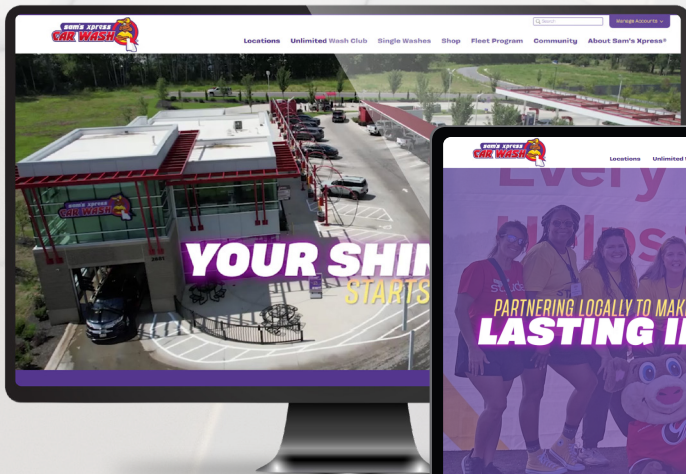


Robin Townsend
Manager, Digital
484.934.4927



Scan to book
an Online
Store Demo

Get started
today!



CHECK OUT THESE NEW FEATURES!

More flexibility for members, more revenue opportunities for your car wash and fewer lost memberships at cancellation.

1) Downsell Memberships

When an active member attempts to cancel, offer an alternative plan at a discounted rate.

Why it matters: Reduces churn and helps retain recurring revenue by keeping members enrolled at a level that matches their budget.

2) Upsell Memberships

Present an easy path for members to move into a higher tier plan.

Why it matters: Drives more recurring revenue while improving the member experience with a clearer path to the right plan.

3) Active Membership Plan Switching

Members can change from one active membership type to another without canceling and re-enrolling.

Why it matters: Removes friction for members, improves user experience and helps prevent unnecessary cancellations.

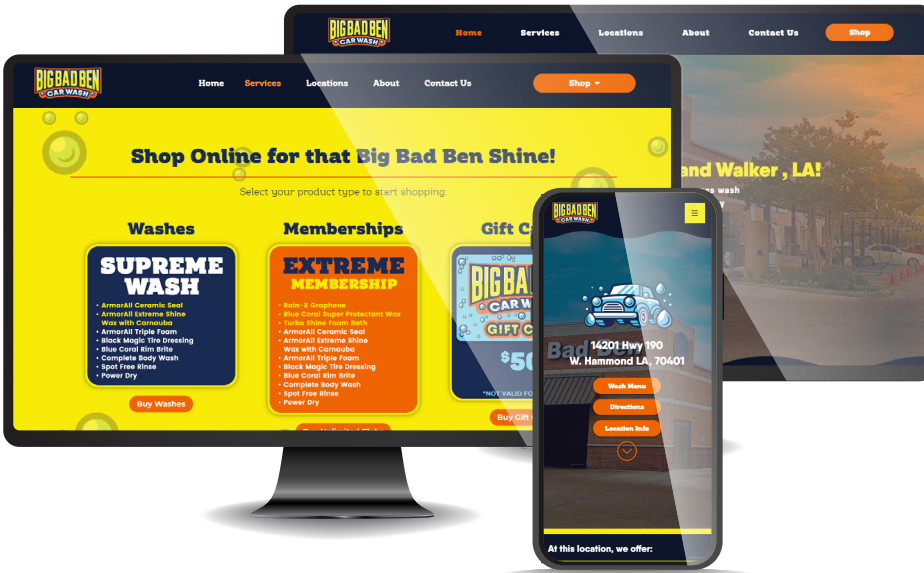
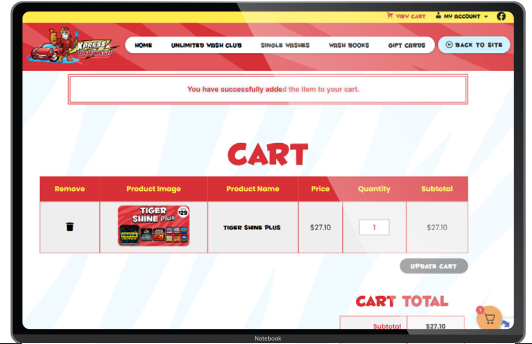
People-Powered. **Technology-Driven.**





The WashNow! Online Store

Provides a robust and user-friendly experience. One of the most significant transformations is the ability to allow your car wash brand to be the focal point by presenting a seamless integration between your website and the WashNow! Online Store.



The reimagined checkout allows your car wash brand to shine while enabling your customers to easily navigate, view, and confirm the items in their cart and securely enter payment information.

Designed by
The Agency at ICS
Powered by ICS

