

OptSpot

WELCOME TO THE SUMMIT

PANAMA CITY BEACH · AUGUST 31, 2026

8:45 AM · 15 MIN

oCard

oCard

BACK TO THE BASICS

OCARD DEMO

Scan This **Right Now**

No app store. No download. Just your camera.



ocard.optspot.com

Enter code **summit26**

Save it to Your Home Screen

Takes 30 seconds — works like a real app after that



iPhone

QR code opens the page for you

- 1 Scan the QR — page opens automatically
- 2 Tap ⋮ (3 dots) at the bottom right
- 3 Tap **Share**
- 4 Tap **"Add to Home Screen"**
- 5 Tap **Add** — done ✓



Android

QR code opens the page for you

- 1 Scan the QR — page opens automatically
- 2 Tap ⋮ (3 dots) at the top right
- 3 Tap **"Add to Home Screen"**
- 4 Tap **Add** — done ✓



Now Send Yourself a Coupon

Open it from your home screen and give it a try

1

Open the oCard from your home screen

2

Tap "Send Coupon"

3

Enter your own number and send

4

Check your texts — it's there
✓

OCARD · HOW TEAMS ARE USING IT

One-Off Coupons, No POS Required.



SURPRISE & DELIGHT

After a referral, or just because. Your vacuum concierge can have this in their back pocket to make someone's day on the spot. Members can even send one to a friend or family member — a great way to gift a wash for a vehicle that's not on their plan.



FIX A POOR EXPERIENCE

Machine down, line too long, wash didn't land right? Skip the refund talk — send a free oCard wash and turn the complaint into a reason to come back.



FLEET ACCOUNTS

Build an oCard for a fleet supervisor. Owner invoices for washes used. Fleets can buy a pack through Stripe — owner sends the codes direct.

FROM THE FIELD · REAL RESULTS

Real Teams. Real Numbers.

One OptSpot client bundles oCard into their oil change centers — every oil change includes a free wash. After checkout, the tech asks for a phone number to text the voucher.

4,970

customer contacts collected
from one simple question at checkout

95%

opt-in rate when asked
for their number at the window

No new app. No extra login. Just one question — and a free wash they actually want.

9:00AM · 15 MIN

Birthday Club

OPTSPOT BIRTHDAY CLUB

The Birthday Club Actually Works

Here's how we know — and what it's doing for your business right now.

It's Not Just a Coupon.



It says "We know you."

Most businesses treat customers as transaction IDs. A birthday message says you're a person — and we noticed.



Goodwill you can't buy.

A gift with no strings is rare. It builds the kind of trust that keeps customers coming back long after the discount expires.



Reciprocity is real.

When someone does something for you, you naturally want to return it. A birthday coupon turns a retail customer into someone who feels something toward the brand.



Emotional loyalty is the hardest kind to cancel.

Members who feel a connection don't churn over price. They stay because it feels personal.

The Scale

Across all OptSpot accounts

821K

Birthday club contacts
opted in across accounts

368

Active OptSpot accounts
running birthday clubs

1.74M

Birthday coupons
issued all-time

469K

Coupons redeemed
(and counting)

2,232

Avg birthday club size
per client

\$0

Incremental cost
after setup

THE MECHANISM

How It Works

Fully automated. Runs every year without you touching it.



Customer Opts In

Joins a marketing campaign — later gets a text asking them to reply with their birthday to join the club



Coupon Fires Automatically

Birthday month arrives — they get a free or discounted wash, no action needed from you



They Drive In

They come in and redeem their birthday coupon at the wash



They Become Members

The experience converts them — and the birthday club gets the credit

This Is What's Possible

Real accounts in our network — names withheld



(41.1% = network-wide lifetime rate — at least one redemption per member)

THE BOTTOM LINE

39,057

Members who started as a birthday club visit

26.9%

Of birthday recipients
redeemed their coupon and came in

1 in 15

Birthday club recipients
becomes an unlimited member

\$0

Additional cost
per conversion

*Running in the background. **Working the whole time.***

9:15 AM · 45 MIN

Fundraisers

OPTSPOT FUNDRAISER PROGRAM

The Digital Fundraiser



WIN FOR THE ORG

Digital, no paper. Instant deployment. Coupons delivered automatically. Zero manual work.



WIN FOR THE WASH

New phone numbers entering your drip campaign. New customers. Some of them become members.

WHY WE BUILT THIS

Old Fundraising Was a Pain

Great for the org. A headache for the car wash. We fixed it.

THE OLD WAY

- ✗ Paper coupons, printed vouchers
- ✗ Manual tracking and redemption
- ✗ No customer data captured
- ✗ No phone numbers collected
- ✗ No follow-up possible
- ✗ All the work, none of the upside

OPTSPOT WAY

- ✓ Digital link, QR code, and keyword
- ✓ Coupons texted automatically
- ✓ Every participant = a phone number
- ✓ Auto-added to your drip campaign
- ✓ Trackable redemptions, real data
- ✓ Runs itself. Builds your business.

THE MECHANISM

How It Works

Zero manual work after setup. Every step is automated.



THE QUESTION EVERY OPERATOR ASKS

Does This Really Work?

22.5% of every fundraiser's participants have never been in your contact database before.
That's new people, not recycled ones.

22.5%

of all fundraiser participants
are net new to the database

WHAT "NET NEW" MEANS

These are people who had **never appeared in that client's contact database** before the fundraiser. Completely new contacts — not existing customers, not lapsed members.

WHAT HAPPENS NEXT

Every single one of those phone numbers enters your **drip campaign automatically**. No manual import. No extra steps. They're in the funnel the moment they buy the coupon.

MEMBER CONVERSION

1 in 7.5 Becomes a Member

Brand new contacts only — verified with strict methodology

13.4%

conversion rate — new fundraiser contacts → unlimited members

12,376

Truly new contacts
from participating accounts

1,656

Became unlimited
members

1 in 7.5

Net new contacts who
converted to membership

Methodology: New to database only. Same-account phone match. Fundraiser coupon must predate member join date. No existing marketing contacts counted.

10:00AM · 30 MIN

Refer It Forward

OPTSPOT REFERRAL PROGRAM · AUG 31, 2026

Your Happiest Customers Are One of Your **Best Marketing Channels**

591K

friends referred by happy
members

43.3%

redemption rate

5,600+

converted to paying
members

\$0

ad spend to generate any
of this

THE PROBLEM WITH PAID ADS

Traditional Marketing Has a **Trust Problem**

You're paying to interrupt people who don't want to hear from you.

TRADITIONAL ADS

- ✗ 1–2% conversion rate on a good day
- ✗ Strangers talking to strangers
- ✗ Zero inherent trust
- ✗ Cost per lead keeps climbing
- ✗ Stops working the moment you stop paying

FRIEND REFERRAL

- ✓ 5x more likely to convert
- ✓ 92% of people trust a friend's recommendation
- ✓ Built-in credibility — no convincing needed
- ✓ 37% higher retention after joining
- ✓ Compounds — referred members refer others

REFER IT FORWARD · NETWORK RESULTS

What It **Actually** Produced

Across the OptSpot network, as of Aug 31, 2026

591K

findsfactymenbas
aosshealvok

REDEMPTION

255,980 coupons redeemed — 43.3% of all referral links sent resulted in an actual wash visit.

NEW
MEMBERS
CONFIRMED

5,600+ of those redeemers converted to a paying unlimited membership. Recurring revenue, compounding over time.

THE FLYWHEEL EFFECT

Your Customers Become Your Sales Team

When someone is referred, they're 4x more likely to refer others. The loop runs itself — at every account, at every size.

51,256

ambassadors created across the OptSpot network — people who received a referral and turned around and referred others

4x

referred customers are 4x more likely to refer others

Zero

ad spend to activate any one of them

Organic

word-of-mouth compounding — no incremental cost

Coming soon: your own referral dashboard — see your flywheel running in real time.

Recurring Revenue From Zero Ad Spend

Confirmed new unlimited members — matched per account.

5,600+

new paying members generated by referrals

37%

higher retention vs.
non-referred members

16%

higher lifetime value
vs. non-referred members

\$0

cost per acquisition
from the referral channel

*Methodology note: 5,600+ is a confirmed floor — matched per account. The real number is higher.
Some NxtWash accounts may have additional conversions not yet captured.*

92% Trust a Friend.
Full Stop.

92%

of people trust a friend's recommendation over any ad — ever

5x

referrals are **5x more likely to convert** than any other lead source

75%

75% of people are more likely to buy when a friend recommends it

37%

referred members have **37% higher retention** — they stick longer

WHAT'S NEXT

This Is Just the Beginning

COMING NEXT

A **live referral dashboard** — account-level visibility into referrals sent, redeemed, and converted. Track your program the same way you track memberships.

10:30AM · 40 MIN

OS Reviews

OPTSPOT CLIENT SUMMIT · AUGUST 31, 2026

Reviews Aren't Optional. They're Revenue.

97

OSRM brands analyzed

188,560

Google reviews in our dataset

+0.21★

Rating advantage for OSRM clients

THE CONSUMER REALITY

Your Rating Is **Already Deciding** the Visit

Before anyone turns into your lot, they've already made a decision.

81%

check Google reviews **before visiting** a local business

31%

of consumers in 2026 will **only use** a business rated 4.5 stars or higher — up from 17% last year

56%

chose a business **specifically because** of its star rating

94%

have **avoided** a business because of negative reviews

UBERALL STUDY · 64,000 BUSINESS LOCATIONS

+25%

more conversions for every 0.1-star improvement in your Google rating

Calls

More phone calls from Google listing

Directions

More "get directions" taps from Google

Clicks

More website clicks from search results

OPTSPOT INTERNAL DATA · 97 BRANDS ANALYZED

The Gap Is Real

WITH OSRM

4.58



188,560 Google reviews

Private feedback filtered before it hits Google



+0.21

STAR GAP

WITHOUT OSRM

4.37



Nothing stops a 1-star review

Every bad experience posts publicly

31% of consumers in 2026 will only use a business rated **4.5 stars or higher**. With OSRM you're at 4.58 ★ — above the threshold. Without it, you're at 4.37 ★ — below it.

The Filter Is Working

Private reviews would have dragged Google ratings down. They never got there.

39,659

private reviews intercepted before reaching Google

PRIVATE REVIEW AVERAGE

Those 39,659 reviews averaged **4.34 stars** — lower than the 4.58 showing publicly on Google. The filter is catching the feedback that would have dragged the rating down.

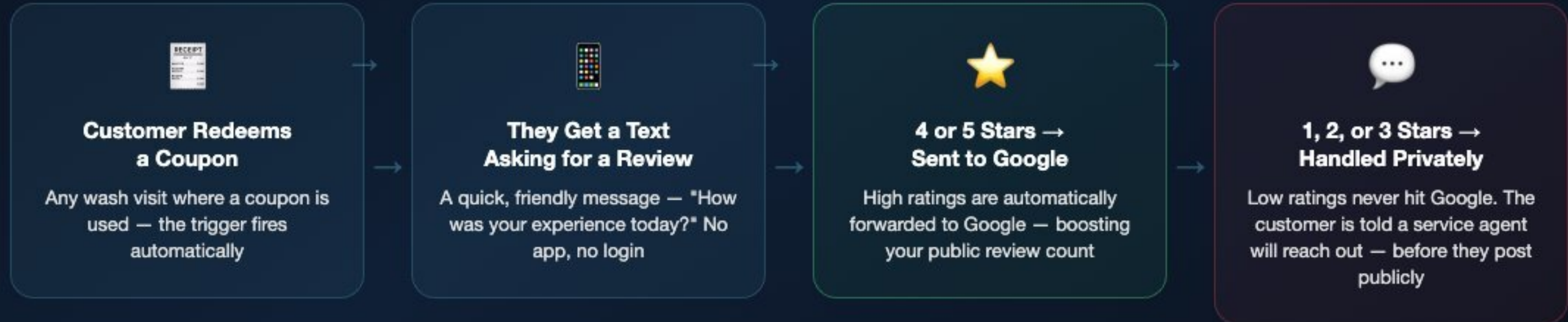
WITHOUT OSRM, GOOGLE WOULD AVERAGE

If those private reviews had posted publicly, the blended Google average for OSRM clients would be **~4.38** — right where the non-OSRM clients actually are.

OPTSPOT REVIEW MANAGEMENT · HOW IT WORKS

Four Steps. Fully Automatic.

Every coupon redemption becomes a chance to capture feedback — and protect your Google rating.



11:10AM · 20 MIN

What Converts Members

OPTSPOT · TEXT BLAST RETAIL OFFERS · CAR WASH ONLY

How You Blast Is Everything. The Offer Isn't.

~2%

average redemption rate — generic
blast to whole list

8–13%

top performer redemption rate — well-
designed blast

**Same offer.
Different
result.**

The difference is design, not
discount size

THE NETWORK AVERAGE

Generic Blasts Get **About 2%**

Doesn't matter if it's 50% off or \$5 off — the result is roughly the same.

~2%

network-wide average redemption on retail blast
offers

WHY IT'S LOW

A generic blast goes to your **entire subscriber list**. Most of them aren't in the buying window when it lands. The offer isn't the problem — the targeting is.

WHAT'S ACTUALLY HAPPENING

"**50% off any wash**" to 20,000 people is easy to ignore. It's not specific. There's no deadline pressure. It doesn't feel like it was sent to them — because it wasn't.

11:22 AM · 12 MIN

Promo Conversion Data

SMART ENGAGE · LOYALTY & MEMBER MESSAGING

What's the Best Promo?

Data from 310 operators, 41,000+ brand new member sign-ups, tracked for 12 months.

THE STUDY

How We Measured This

 **Marketing blasts only** — not retention or churn accounts

 **Brand new members only** — joined after receiving the blast

 **12-month minimum runway** — blasts before August 2025

 **Small operators only** — databases under 50K contacts

310

Operators in the study

41,437

Brand new member sign-ups
analyzed

12

Months of observation per
member

SIGN-UP CONVERSION

Both Offers **Convert**

6.09% vs **7.99%**

Multi-Month
6,663 new members · 86 operators

Single Month
34,774 new members · 224 operators

Single month signs up **31% more people** per blast.
But here's what happens over the next 12 months.

12-MONTH RETENTION

The Curve Tells the Story



12-MONTH SURVIVAL

Of Every **100** Who Sign Up...

26

vs

22

Multi-Month
still paying at month 12

Single Month
still paying at month 12

For every 100 who sign up, Multi-Month keeps **4 more members** paying at month 12.
Consistent across 310 operators that look like your business.

TWO VALID STRATEGIES

Know What You're Optimizing For

MULTI-MONTH PROMO

Better Retention

Conversion rate: **6.09%**

Mo 12 survival: **25.5%**

LTV (stayers): **\$687**

ROI / 1,000 blasted: **\$16,052**

Fewer people bite, but the ones who do stay longer. Predictable curve, no wall.

SINGLE MONTH PROMO

Better Volume

Conversion rate: **7.99%**

Mo 12 survival: **21.7%**

LTV (stayers): **\$707**

ROI / 1,000 blasted: **\$20,904**

More people sign up. Higher total ROI per blast. But expect bigger early dropout.

Both strategies work. The data shows what each one delivers. **Knowing the difference is what makes you strategic.**

BEST MULTI-MONTH OFFERS — RANKED BY 12-MONTH RETENTION

Not All Multi-Month Is Equal



3 months @ \$14–15/mo

6.09% conversion · \$722 LTV at 12mo

62.6%

at mo 12



Rest of Year @ 50% off

Urgency + commitment in one message · First promoted Oct 10, follow-up in November

43%

at mo 12



3 months @ \$9–10/mo

21.7% conv · \$812 LTV at 12mo (Operator A)

42.9%

at mo 12



3 months @ \$29–30/mo

High conversion volume, lower retention — 24.5% at mo 12

24.5%

at mo 12



The sweet spot: **3 months at \$14–15/mo** — compelling enough to convert, not so cheap it attracts deal hunters.

BEST SINGLE-MONTH OFFERS — RANKED BY 12-MONTH RETENTION

Price Point **Matters More** Than Duration



\$4–5 first month

35–54% at mo 12 (top ops)



\$8–9 first month

Operator B: 34.8% at mo12, \$467 LTV · 1,761 members

~35% at mo 12



First Month FREE

Operator C: 34.7% at mo12 · must be paired with strong follow-up

~35% at mo 12



\$0.99 first month

Most popular offer in the network — worst long-term retention

~21% at mo 12



\$4–5 isn't free — that small payment filters out deal hunters. The jump to full price is also smaller, so fewer people bail.

THE BOTTOM LINE

Know Your Goal. Pick Your Offer.

BEST RETENTION

3 months @ \$14–15/mo

Mo 12 survival: **62.6%**

LTV (stayers): **\$722**

Blasts needed: **fewer**

BEST VOLUME

Single month \$4–5

Mo 12 survival: **35–54%** (top ops)

LTV (stayers): **\$478–1,420**

Conversion: **higher**

11:34 AM · 25 MIN

Smart Engage + Loyalty

THE PLATFORM

Smart Engage

Know who drove in. Send the right message. Stop blasting everyone.

(Availability varies by POS integration)

Win-Back

Customer hasn't visited in 30+ days — automated re-engagement goes out before you even notice they're gone

Hot Prospect Offer (HPO)

Retail customer visits 2–3 times in 30 days — they automatically get a targeted membership offer while the habit is hot

Member Retention

Member visit frequency drops — proactive outreach goes out before they churn, not after

Smart Engage is the platform. The Loyalty Program is the first product we built on it — and that's what we're covering today.

OPTSPOT LOYALTY STUDY

A Phone Number Changes Everything

6.7%

of loyalty repeat customers convert to
a member

1.5%

of non-loyalty repeat customers
convert to a member

4.5x

more likely to convert — same wash,
same price, different data

Works With **Your POS.** Set Up Once. Runs Forever.

We connect to your point of sale so tracking is automatic — no extra steps for your team.

Customer enters their phone number at the kiosk once.
We track every visit automatically from there.

(Micrologic · Sonny's · and others: enter once, we track the rest)

(DRB: customers currently enter each visit — new API agreement in progress, coming soon)



Don't have one of these POS systems? Two options:

Tablet at the pay station — Your CSA captures the phone number right at the point of sale. Great for engagement, upsells, and building the relationship face to face.

Customer QR code — Post a QR at your wash. Customers scan on their phone, enable GPS, and check in automatically. Our system only awards a point when they're physically within proximity of your location.

SCENARIO A — ALL RETAIL CUSTOMERS

Loyalty Customers Come Back

One-and-done is the silent killer. Loyalty programs cut it nearly in half.

LOYALTY CUSTOMERS

61.2%

come back for a 2nd visit

One-and-done: 38.8%

Avg visits (all): 3.2

Avg spend (all): \$43.88

NON-LOYALTY

46.8%

come back for a 2nd visit

One-and-done: 53.3%

Avg visits (all): 2.2

Avg spend (all): \$29.17

*More than **half of non-loyalty customers never return.** A phone number at the kiosk is the difference between a one-time visit and a relationship.*

Back 19 Days Sooner

Loyalty customers return faster — and that faster return drives more visits and more spend over the same window.

19

fewer days to 2nd visit by customers on bday

Avg days to 2nd visit

80

LOYALTY

99

NON-LOYALTY

Back within 30 days

30.4%

LOYALTY

25.5%

NON-LOYALTY

Back within 90 days

67.1%

LOYALTY

60.4%

NON-LOYALTY

Avg visits / year

11.3

LOYALTY

10.3

NON-LOYALTY

SCENARIO B — REPEAT CUSTOMERS ONLY (2+ VISITS)

They Spend **More Too**

Among customers who return at all, loyalty customers consistently outspend non-loyalty.

AVG TOTAL SPEND — REPEAT CUSTOMERS

Loyalty **\$60.52**

Non-Loyalty **\$47.19**

AVG SPEND PER VISIT — REPEAT CUSTOMERS

Loyalty **\$14.34**

Non-Loyalty **\$13.60**

Loyalty repeat customers spend **\$13.33 more per customer** over their retail lifetime — before they even convert to a member.

MEMBER CONVERSION — REPEAT CUSTOMERS ONLY

This Is the Real Story

LOYALTY CUSTOMERS

6.7%

convert to a paying member

4.5x
MORE LIKELY

NON-LOYALTY

1.5%

convert to a paying member

*Same wash. Same price. Same market. The only difference is **whether you captured a phone number.***

THE BOTTOM LINE

Get the Phone Number. Everything Else Follows.

61%

of loyalty customers return for a 2nd visit. Only **47% of non-loyalty customers** do. One-and-done gets cut nearly in half.

19d

Loyalty customers return **19 days sooner** on average — more visits, more spend, more chances to convert.

4.5x

Loyalty repeat customers convert to members at **6.7%**. Non-loyalty at 1.5%. 4.5x more likely — same wash, same price.

4.1mo

Average time to convert for a loyalty customer — vs **5.1 months** for non-loyalty. The relationship starts at kiosk opt-in.

TIME TO MEMBER CONVERSION

Loyalty Customers Convert **Sooner.**

The relationship starts at opt-in. Non-loyalty customers are invisible until they decide to join
— if they ever do.

4.1

months

Loyalty customer
average time to convert

~1 month

faster

5.1

months

Non-loyalty customer
average time to convert

SMART ENGAGE · FOR PROSPECTS

The Hot Prospect Offer (HPO)

When a retail loyalty customer visits 2–3 times in 30 days, Smart Engage fires a targeted membership offer — automatically, while the habit is at its peak.



WE SEE IT

Smart Engage tracks every visit — retail and member alike — and identifies the pattern



WE ACT ON IT

A personalized membership offer goes out automatically — the right moment, zero manual work



THEY CONVERT

Loyalty repeat customers convert at 6.7%
— 4.5x more than retail without a loyalty program

Keep Members Longer

Smart Engage doesn't stop at conversion. It monitors member behavior and fires the right message at the right time — before they cancel, not after.



NEW MEMBER — FIRST VISIT PUSH

New member hasn't visited since joining? Smart Engage sends a message to bring them back before the habit fades — and before they decide they don't need it.



PRE-CANCELLATION MESSAGE

Member hasn't visited and is approaching their billing date? A targeted message goes out before the cancellation window — not after they're already gone.



RE-ENGAGEMENT

Member visit frequency has dropped? Re-engagement offer fires automatically — reminding them why they joined before they forget.

One More Visit Changes Everything

Members who return even once after their signup wash are nearly twice as likely to still be paying next month.



Getting a member back **even once** after their signup wash jumps month-2 survival from 49% to 73%. That **+24pp gap** is bigger than all gains from the 2nd through 5th return combined. **One return visit is the most important move you can make.**

The Two Cliffs

Members who don't engage churn at predictable moments — days 25–30 before their first renewal, and again around month 2. These are your action windows.

⚡ WINDOW 1 — DAYS 20–21

Text on days 20–21 — early enough that they still have time to come in before the next bill. Too close to billing and it feels like pressure to cancel.

⚡ WINDOW 2 — DAYS 45–50

Re-engage before the month 2 cliff. Members who recharged but never came back are your highest-risk segment — days 45–50 is your window.

1 in 3 early churners never came back after their signup wash.



Lunch • 12:00pm – 1:00pm

1:00PM · 45 MIN

Answering Agent

ANSWERING AGENT · REAL LIFE AT A REAL WASH

Here's What It Looks Like **In Practice.**

NEARLY 1 YEAR OF LIVE USE · BLUE IGUANA CAR WASH

We asked an operations manager who handles Answering Agent every single day to tell us — in her own words — what it's actually done for her wash. **This is what she said.**

IN HER OWN WORDS · OPERATIONS MANAGER · BLUE IGUANA CAR WASH

*"The system currently handles approximately **50% of my cancellation calls**. In many cases, it successfully offers customers a downgrade option."*

— TIFFANY, OPERATIONS MANAGER · BLUE IGUANA CAR WASH · NEARLY 1 YEAR OF DAILY USE

"The team has been responsive in addressing issues as they arise. Whenever I report a problem, they either provide a timely resolution or keep me informed that they are actively working on a fix."

— TIFFANY, OPERATIONS MANAGER · BLUE IGUANA CAR WASH

BEFORE VS. AFTER — IN THE OPERATOR'S OWN WORDS

What It Actually Replaced

BEFORE ANSWERING AGENT

- Customer calls — goes to voicemail
- Email transcript arrives — sometimes details, sometimes just "call me back"
- Manually enter number into POS to find the account
- Review info, call back, work through the issue
- Up to **3 callback attempts** if no answer
- **15–20 min per call. Up to 30 min if they don't pick up.**

WITH ANSWERING AGENT

- Agent picks up — **gathers account info immediately**
- Wants to cancel? **Downgrade offered automatically**
- Declines? Cancellation processed — no action needed
- Needs escalation? Account already pulled, context captured
- You call back **already prepared**
- **4 calls that used to take 1+ hour: 5–10 min. Or zero.**

THE MATH — FROM THE OPERATOR WHO LIVES IT

4 Cancellation Calls. Zero Hours.

THE OLD WAY

1.25
hours

4 calls × 15–20 min each
Up to 30 min if they don't answer



WITH ANSWERING AGENT

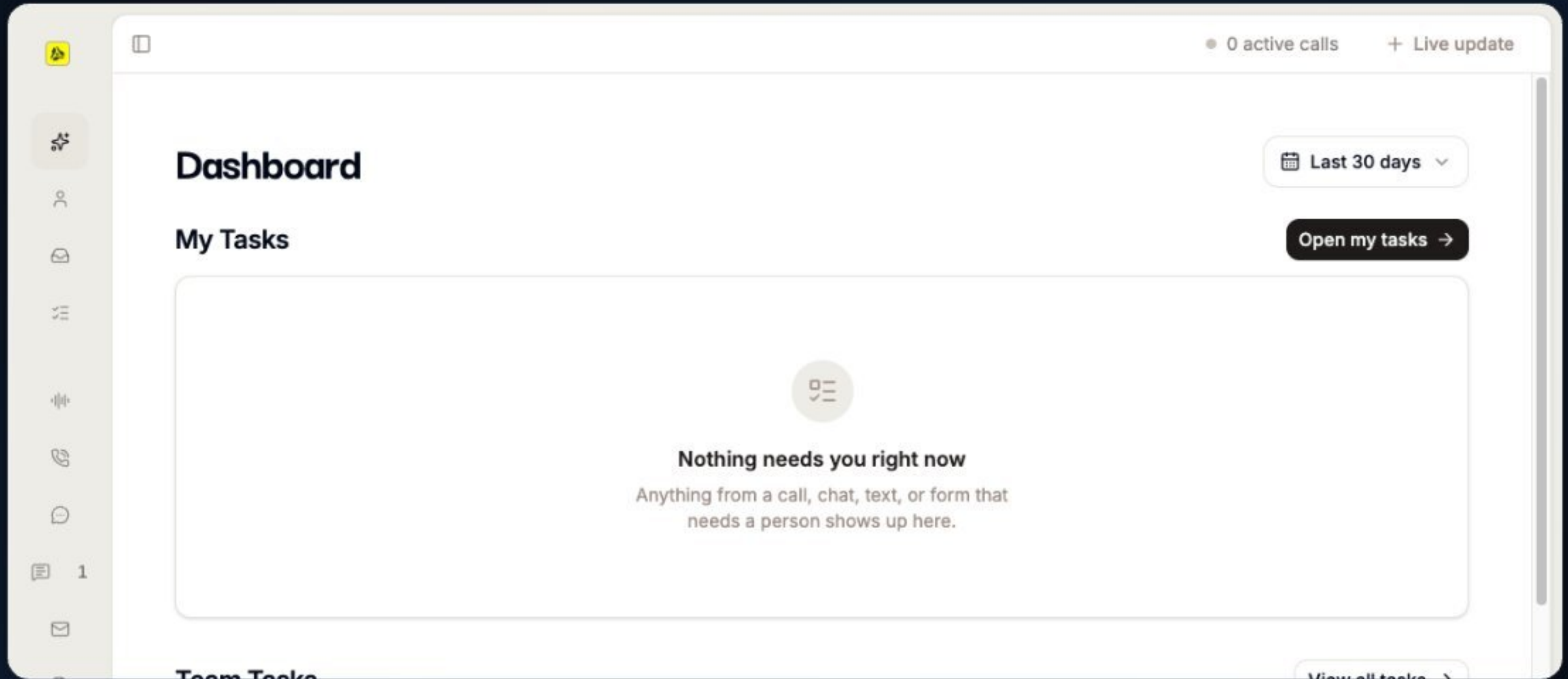
0
hours

Agent handled all 4 calls
completely on its own

*"The value isn't just that each call is faster. **The bigger benefit is that it removes certain calls from my workload entirely — allowing me to use that time elsewhere.**"*

— TIFFANY, OPERATIONS MANAGER • BLUE IGUANA CAR WASH

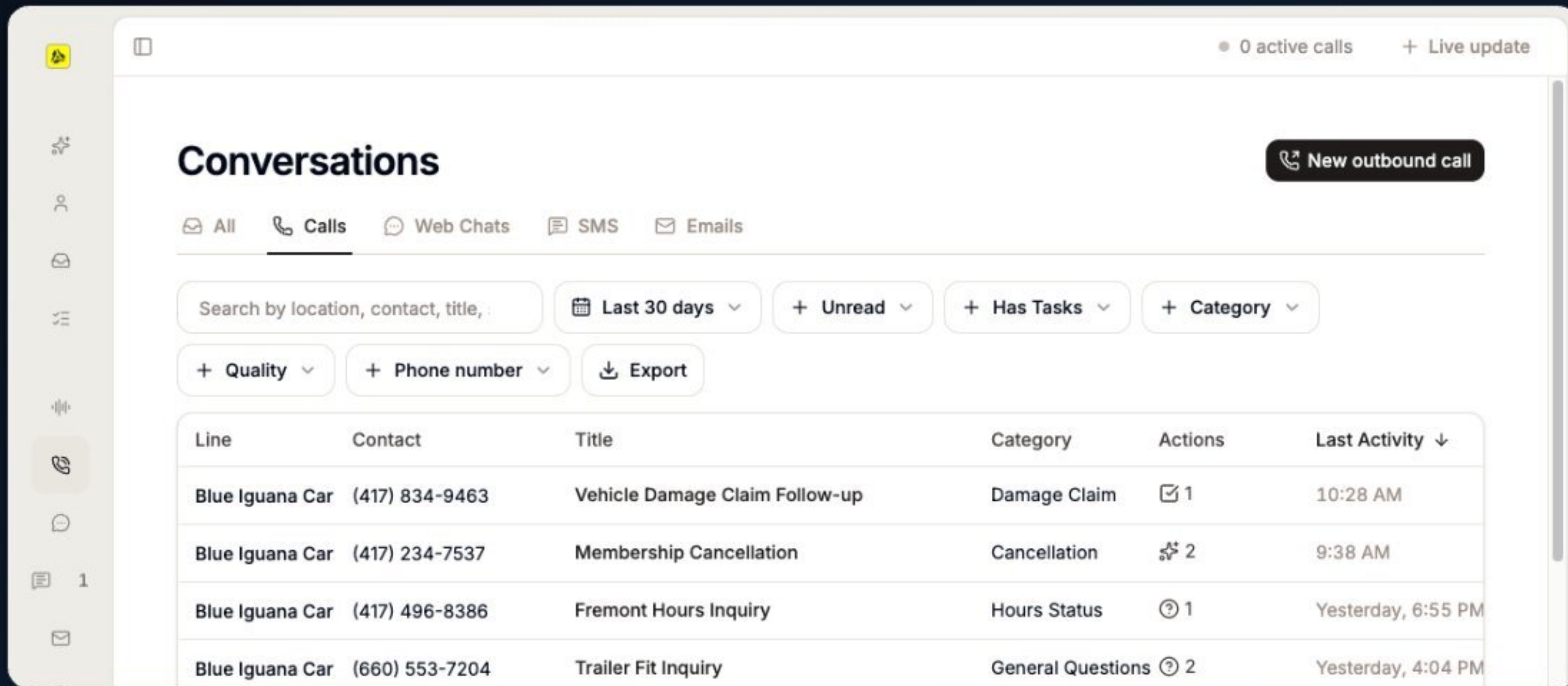
Here's What the Operator Sees



Real calls, auto-categorized, tasks flagged — all in one view.

CALLS · AUTO-CATEGORIZED BY AI

Every Call, Sorted and Tagged



Cancellations, sales inquiries, hours questions — the AI knows what each call was about before a human ever sees it.

Cancel Call. Zero Humans.



Blue Iguana Car Wash > Conversation #429316

0 active calls + Live update

Membership Cancellation

The user initiated the conversation by requesting to cancel their car wash membership. The AI agent confirmed it could assist, and upon asking the reason, the user stated they "don't use it." The agent then successfully located and canceled the user's "Iguana Wheels Club with Tire Shine" membership. The conversation concluded with the agent thanking the user and ending the call.

Nothing here to follow up on.

 **How this started · Phone call**
Aug 30, 2026, 9:38 AM · 46s · Blue Iguana Car Wash...

 Play recording · 0:46

CATEGORY
Cancellation

Customer profile [View customer](#)

GIANNA MESICEK
(417) 234-7537
giannamesicek@gmail.com

MEMBERSHIP Inactive

LICENSE PLATE CB5G0J

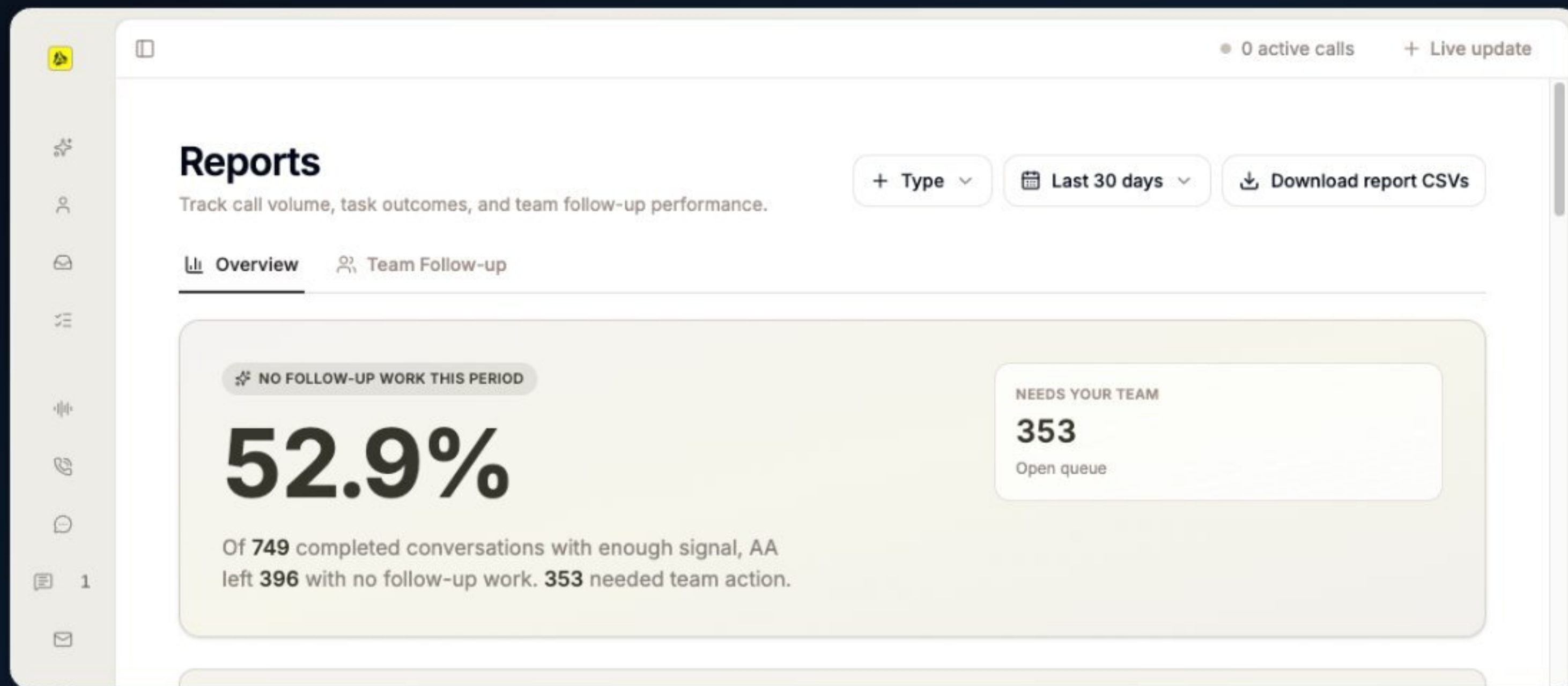
 **Call customer**

 **View contact**

 This customer has no active membership in Sonny's Car

Customer called to cancel. AI "Maggie" handled it, captured the churn reason, cancelled the membership in the POS. Done.

52.9% Resolved. No Follow-Up Needed.



Out of 749 real conversations, 396 needed zero human action. That's the time you get back.

SMS · MULTICHANNEL · SAME AI

Not Just Calls. Texts Too.

The screenshot displays a CRM interface with a sidebar on the left containing icons for various communication channels. The main panel is titled 'Conversations' and features a tabbed interface with 'All', 'Calls', 'Web Chats', 'SMS', and 'Emails'. The 'SMS' tab is selected. Below the tabs, there are search and filter controls: a search bar labeled 'Search by location, contact, title, ...', a date filter 'Last 30 days', and three filter buttons: '+ Unread', '+ Has Tasks', and '+ Category'. Below these are two more buttons: '+ Phone number' and 'Export'. The main content area shows a table of SMS conversations.

☐	Line	Contact	Title	Category	Actions	Last Activity ↓
☐	Blue Iguana Car	(417) 371-3164	Membership Pricing Inquiry	Sales	📄 5 ⓘ 2	Yesterday, 3:37 PM
☐	Blue Iguana Car	(417) 207-3359	Update License Plate Failed	Account Update	✅ 1 📄 1 ⓘ 1 ⚠️ 1	Aug 28, 10:03 AM
☐	Blue Iguana Car	(417) 425-7142	Membership Inactive Inquiry	Cancellation	✅ 1 📄 2 ⚠️ 1	Aug 28, 9:32 AM
☐	Blue Iguana Car	(417) 425-3879	Membership Cancellation And Com...	Cancellation	✅ 1 📄 1 ⚠️ 2	Aug 28, 9:02 AM

Membership questions, license plate updates, cancellations — all handled over SMS with the same AI.

OPTSPOT EXCLUSIVE PRICING

Sign Up Through OptSpot. Save.

RETAIL PRICE

\$299

/mo per location

+ \$99 setup fee



VS.

THROUGH OPTSPOT

\$199

/mo per location

Setup fee waived

\$100/mo

saved per location, every month

\$99

setup fee waived — OptSpot clients only

AA

handles onboarding & all support

Sign up directly through Answering Agent · Add-ons available (email and more) at additional cost

READY TO START?

Scan to Get Started.

Sign up directly through Answering Agent. The \$199/mo OptSpot rate and waived setup fee are available to OptSpot clients only — mention OptSpot when you sign up.



- 1 Scan the QR code or visit AA's signup page
- 2 Mention OptSpot to get the \$199/mo rate + setup waived
- 3 AA handles onboarding and gets you live

1:45 PM · 25 MIN

Secret Shopper

OPTSPOT SECRET SHOPPER PROGRAM · LAUNCHING SOON

You Can't Improve What You Can't **See.**

+0.21★

avg rating advantage from
OptSpot ORM clients

+25%

more conversions for every
0.1 star improvement
(Uberall)

Secret Shopper

gives you visibility into
what's really happening at
each location

THE FULL FLOW

How Secret Shopper Works

Real customers. Real visits. Real feedback — before it hits Google.



LIVE DEMO · RIGHT NOW

You're the **Secret Shopper.**

Scan the code. Rate the wash. Watch your response show up live on screen in real time.



HOW IT WORKS

- 1 Scan the QR code with your phone camera
- 2 Rate your experience at the car wash
- 3 Watch it appear live — **refreshes every 10 seconds**

OR VISIT DIRECTLY

secret-shopper-livid.vercel.app/survey/open/blue-iguana-car-wash-greg-byler

Demo responses will be cleared after the session

→ **OPEN LIVE RESULTS DASHBOARD**

Traditional Secret Shoppers Are a **Part-Time Job**. Ours Isn't.

TRADITIONAL SECRET SHOPPER



Hire paid shoppers — expensive, predictable,
gaming the system

Manual coordination — schedule visits, chase
people down

Paper forms or clunky apps — wait days or
weeks for results

Someone manages it all — it never runs itself

One-and-done — same shopper, same wash,
same bias



OPTSPOT SECRET SHOPPER



Real customers already coming in — no
recruiting, no cost

Automated queuing — system decides who
shops when

Digital survey on their phone — results live in
your dashboard instantly

Runs itself — set it up once, it works every
month

Fresh shoppers every time — can't be gamed,
can't be predicted

SET IT ONCE. IT RUNS ITSELF.

You Control the **Inputs.** The System Does the Rest.

This isn't a manual program. You set the parameters — the queuing, the volume, the alerts — and it runs on autopilot.

RETAIL + MEMBER SHOPPERS

See your wash from **both perspectives**. Set the mix — how many retail customers, how many members. Both matter. Both give different feedback.

SHOPPER VOLUME

You decide **how many shops per location per month**. High-volume location? More shops. Smaller site? Dial it back. You're in control.

AUTOMATED QUEUING

The system manages **who shops when**. Customers are flagged automatically based on your criteria — no one manually assigns a shopper. Ever.

CUSTOM ALERT THRESHOLDS — PER LOCATION

Every location gets its own threshold. **Your flagship at 4.0. Your newest location at 3.5**. Each one alerts at the level that makes sense for that specific site — not a one-size-fits-all cutoff.

REAL CUSTOMERS. NOT PAID SHOPPERS.

Your shoppers are actual customers who visit your wash on a real visit. **Not hired actors. Not repeating shoppers who learn your routines**. Fresh, authentic feedback every time — from people who actually care about the experience.

Fully customizable questions — set what matters most to your operation.

Secret Shopper Survey

Staff Friendliness



Wash Quality



Wait Time



Facility Cleanliness



Membership Pitch



DEFAULT QUESTION AREAS

Staff friendliness · Wash quality · Wait time · Facility cleanliness · Membership pitch attempt — the full customer experience from arrival to departure.

FULLY CUSTOMIZABLE

Add your own questions, change the order, mark questions required or optional. **You evaluate what matters most to your operation.**

YOUR DASHBOARD — REAL TIME, EVERY LOCATION

See Every Location. At a Glance.

Location Overview — Last 30 Days

[Live Dashboard](#)

Location 1

4.8

12 surveys · 3 shoppers

Location 2

4.6

9 surveys · 2 shoppers

Location 3

3.4

7 surveys · 2 shoppers

Location 4

2.1

5 surveys · 1 shopper ⚠️

RECENT SURVEYS

2.1

Location 4 · Today

"Staff was rude at the pay station. No membership offer made."

Retail · 5 pts

4.9

Location 1 · Yesterday

"Excellent experience. Greeted immediately, wash was spotless."

Member · 5 pts

3.2

Location 3 · 2 days ago

"Long wait. No one acknowledged the line. Equipment missed a spot."

Retail · 5 pts

PRICING · LAUNCHING SOON

Included in Freedom. Available as an Add-On.

Secret Shopper is part of OptSpot's most powerful package — or available standalone.

~~\$300–1,200~~/mo

VS

\$299/mo

Stop paying \$200 per shop. Get unlimited for \$299/month.

FREEDOM
PACKAGE

INCLUDED

No extra charge

Available to any client on the **2026 Freedom Package**
— already included at no additional cost

ULTIMATE+ ADD-
ON

\$299/mo

Add-on price per location · Available to clients on **2026 Ultimate+**
pricing

⚠ **Requires 2026 OptSpot pricing** on either package. Not available on legacy plans — talk to your Account Manager about upgrading.

2:10PM · 25 MIN

Dealership Programs

OPTSPOT DEALERSHIP PROGRAM · LAUNCHING SOON

Turn Local Dealers Into Your Best Customer Pipeline.

Service dept

Oil changes, tire rotations, repairs —
high-frequency visits, repeat
customers

Sales dept

New vehicle purchase, test drives —
build loyalty from day one

Bulk + tracked

Prepaid, automated, every coupon
accounted for — end to end

WHY DEALERSHIP PROGRAMS ALWAYS DIE

Manual Programs **Never Last.**

Most operators want a dealership partnership. The idea is great — the manual work is what always kills it. Here's why it stops, and how we fixed it.

THE OLD WAY

- Paper vouchers — lost, forgotten, abused
- No employee accountability — anyone can hand them out
- No inventory tracking — you have no idea how many are out there
- No redemption data — is the partnership even working?
- **Someone has to manage it manually — and eventually stops**

OPTSPOT DEALERSHIP PROGRAM

- Digital coupons sent via SMS — no paper, can't be lost
- **PIN-based employee auth** — every coupon tied to who issued it
- Real-time inventory — know exactly how many washes remain
- Full redemption tracking — see what's actually being used
- **Runs itself — set it up once, it works every month**

THE FULL FLOW — END TO END

How It **Actually** Works

From partnership agreement to customer washing their car — fully automated.



Car wash sets the bulk price. Dealership buys inventory. OptSpot handles everything in between. **Nobody manages it manually.**

TWO WAYS TO ISSUE A WASH

Works for **Every** Dealership Setup.

Whether the dealership wants an employee-facing interface or a customer-facing iPad — both are built in.

CASHIER MODE



Employee-Facing

- 1 Employee selects their dealership and logs in
- 2 **Enters customer's phone number**
- 3 Selects the reason (oil change, test drive, vehicle purchase...)
- 4 Enters their **PIN to authorize**
- 5 SMS fires. Done. One wash off inventory.

KIOSK MODE



Customer-Facing iPad

- 1 Customer enters their own phone number on the iPad
- 2 Employee walks over, **enters their PIN to authorize**
- 3 SMS fires automatically — coupon delivered
- 4 Employee ID logged. **Full accountability.**

THE DASHBOARD — REAL TIME VISIBILITY

You See Everything. Always.

Metro Ford — Service Dept · Coupon Inventory

⚠ Low Inventory Alert

PURCHASED

500

ISSUED

463

REMAINING

37

REDEEMED

391

ISSUANCES BY EMPLOYEE — THIS MONTH

Sarah M.	Service	142 issued	Last: today 2:14pm
James K.	Service	98 issued	Last: yesterday
Tori B.	Sales	41 issued	Last: Aug 27

WHY IT WAS ISSUED — EVERY TIME

Know **Exactly** Why Every Wash Was Given.

Employee selects a reason at issuance. Configurable per dealership. You see the full breakdown.



Oil change / **service visit**



Tire rotation / **other service**



Test drive



Vehicle purchase



Other (configurable)

WHY THIS MATTERS

Service visits are **high-frequency** — the same customer every 3 months. Vehicle purchases are **high-value** — they just spent \$30,000 and you want them coming to your wash forever. Knowing the reason tells you the lifetime value of each coupon issued.

CONFIGURABLE PER DEALERSHIP

Each dealership has its own dropdown. Service department gets service-focused options. Sales department gets purchase and test drive options. **You see the breakdown in your dashboard.**

LOW INVENTORY ALERTS

When a dealership's inventory drops below your threshold — **alert fires automatically.** They can restock via Stripe before they run out. No manual babysitting.

PRICING · LAUNCHING SOON

Included in **Freedom.** Available as an **Add-On.**

Same pricing as Secret Shopper — both programs come with Freedom, or available as a standalone add-on.

FREEDOM
PACKAGE

INCLUDED

No extra charge

Available to any client on the **2026 Freedom Package**
— already included at no additional cost

ULTIMATE+ ADD-
ON

\$299/mo

Add-on price per location · Available to clients on **2026 Ultimate+**
pricing

 **Requires 2026 OptSpot pricing** on either package. Not available on legacy plans — talk to your Account Manager about upgrading.

2:35 PM · 25 MIN

Offsite Partnership Program

OPTSPOT OFFSITE PARTNERSHIP PROGRAM

Your Next Customers Are Already **Nearby.**

The problem isn't awareness — it's execution. Most operators know offsite marketing works. Almost none are doing it consistently.

96%

of surveyed operators said they're
interested in offsite partnerships

73%

do little to no offsite marketing — or
know they should and rarely execute

53%

said "yes, definitely" when asked about
a managed program

WHY IT DOESN'T HAPPEN

The Gap Isn't **Interest**. It's **Execution**.

You already know offsite marketing works. The problem is finding the right partners, reaching out, managing relationships, and keeping it consistent.

73%

of operators are doing offsite marketing consistently
— from our own survey

THE REALITY

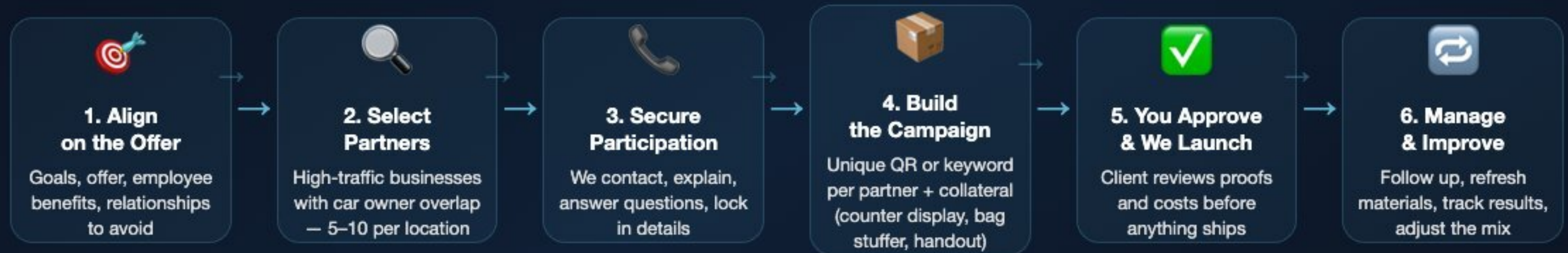
You need to find the right local businesses, make contact, explain the program, handle materials, follow up, and keep it month after month. **Most operators start and stop.** The consistency is what makes it work — and consistency takes time no one has.

WHAT OPTSPOT DOES

We handle **everything** — research, outreach, communication, negotiation, materials, and ongoing relationship management. The operator gets new customers. We do the work.

HOW OPP WORKS — 6 STEPS

We Do the Work. **You Approve.** Customers Show Up.



Launch window: **4–6 weeks from kickoff.** This builds over time — not a one-time mailer.

OPTSPOT OFFSITE PARTNERSHIP PROGRAM

Beta is wrapping up.
Full launch coming soon.
Get on the list.

THANK YOU

Thanks for Being Here. Now Tell Us What You Want.

Scan the code below — it takes 60 seconds.

Choose what you want to sign up for. Vote on what we build next.

Your input shapes what comes out of this room.



optspot-summit-2026.surge.sh/interest-form.html