

## CASE STUDY

# How Zips Car Wash Builds Engaging Customer Relationships

Zips Car Wash

Industry: Car wash

Location: 14 states

Size: 137 locations



## Company Bio

Zips Car Wash is headquartered in Little Rock, AR, and operates 137 locations in 14 states, including Arkansas, Texas, Oklahoma, Kansas, Missouri, Illinois, Kentucky, Florida, North Carolina, South Carolina, Georgia, Mississippi, Louisiana, and Tennessee. Zips goal is to provide the best customer service and quality wash in the industry.

“In our fast-paced world, where everything is mass marketed, people want things instantly, they want connections, and they want to feel important. We’ll wash over 20 million cars this year, but at Zips it’s about more than just washing cars; we have the opportunity to brighten someone’s mood. If we can do that, we get closer to that customer, the relationship grows, and we drive that genuine, personal connection. When we engage our customers with Thanx, we bridge the gap and they feel like they are part of something bigger.”

- Brett Overman  
Founder & CEO, Zips Car Wash



## The Challenge

Zips Car Wash specializes in quick car washes. Because their express car wash service is so quick, they have very little face time to engage their customers personally. Literally, they only have minutes. Zips needed to manage all their customer contact information and data in one place and be able to use one platform to create and send emails to engage their customers, build relationships, and measure the results of their efforts.

## The Approach

Zips had a robust list of opt-in email subscribers that they wanted to encourage to sign up for their customer loyalty program. By encouraging their current email subscribers to become part of their customer loyalty program, Zips could engage more of their best customers and build loyal, thriving relationships that ultimately drive more revenue for the business.

## The Solution

Zips effortlessly uploaded their list of over 90K opt-in email subscribers into Thanx. Then, in just a few clicks, Zips was able to create and send an email to their entire list of subscribers inviting them to join the Zippy Rewards customer loyalty program.

Zips efforts paid off! They were able to instantly measure the results of their email campaign with nearly 9,000 new loyalty members added. That loyalty translates to revenue and ROI for Zips every day.



## The Results



**1** email campaign sent



**9%** conversion rate



**9,000**  
new loyalty members



“We are trying to change the way the car wash industry operates from a customer engagement perspective. What can we do to differentiate Zips from every other car wash out there? Everyone washes cars. Everyone uses the same equipment, the same soap, the same point of sale. At the end of day, it goes back to making our customers the heroes. Our mantra at Zips is, ‘I Feel Good, I Went to Zips!’ and Thanx helps us accomplish that feeling by engaging our customers personally and helping them leave feeling happier than when they came in.”

- Brett Overman

Founder & CEO, Zips Car Wash

Thanx is an automated customer engagement platform for offline, multi-location businesses. Learn how we can help you engage your customers and generate revenue and positive ROI.

[Request a demo](#)