

Customer Experience

No matter how expert you or your team may be, well-designed checklists improve outcomes. Checklists are more than simple action plans. Checklists force us to define our expectations, and they give us an operational framework for making future adjustments more easily.

Using the following combination of checklists will help establish a common vision for your team and will improve the operational consistency across your organization.

1. **Daily Checklists.** Provide clear expectations on what needs to happen every day in order to have your team prepared to best serve your customers. There are many ways to go about this. Some people make separate Opening / Closing lists, while others combine them into a single list that is used across all shifts. Many of our customers perform a **tunnel dry check** and a **tunnel wet check**.

Be sure to include items like:

- Equipment checks (look at spray patterns, listen for odd sounds, look for any leaks, include a back room check as well)
- Review of signage and service lights
- Lot checks & any other “customer facing” area of the property
- Chemical levels
- Vending supply checks

Regardless of the format, daily checks are essential.

2. **Test Car / Quality Check.** Measure what matters. We encourage people to not just check wash quality, but to also score the quality of their wash every day. The process is intended to provide your team members with a method for evaluating the service that is being delivered to your customers and to help highlight any areas of concern.

Test Car Quality Check

Started 5/27/2018 by John Booth
Score : 19/100 (19%)

☒ **Experience: were all of the lights coming on at the appropriate time? Was the tunnel free of all debris, tools, etc?**
10 Due 5/27/2018 [more info...](#) **Completed by you.**

☒ **Experience: did the wash smell OK? Were the wash sound levels appropriate (limited bangs, clangs, loud sounds)?**
9/10 Due 5/27/2018 [more info...](#) **Completed by you.**

☐ **Has all foam been rinsed / cleaned from the vehicle?**
Due 5/27/2018 [more info...](#)

☐ **Is the vehicle dry?**
Due 5/27/2018 [more info...](#)

☐ **Is the vehicle free of any noticeable film?**
Due 5/27/2018 [more info...](#)

☐ **Is the vehicle free of water spots?**
Due 5/27/2018 [more info...](#)

☐ **Is the back of vehicle clean?**
Due 5/27/2018 [more info...](#)

☐ **Is the vehicle free of any "eye brow" on front or back windshield?**
Due 5/27/2018 [more info...](#)

☐ **Are the wheels clean?**
Due 5/27/2018 [more info...](#)

3. **When to do Basic Preventive Maintenance (PM).** Car Wash equipment manufacturers typically provide preventive maintenance guidelines. For the more frequent tasks (weekly / monthly vs annual), we see three common types of tasks:

- Check / Inspect
- Clean
- Grease / Lube

We advocate organizing the check & inspect tasks toward the beginning of each week (assuming you are busiest on the weekends.) The idea is simply to discover and resolve issues well before you are seeing the bulk of your customers. Ordering parts and / or scheduling technicians can take time, so find this out early in the week. Next, we recommend any equipment / tunnel cleaning toward the middle of the week. And finally,

greasing and lube activities that are weekly or monthly in nature should happen as you approach the weekend.

- 4. Station Observation Checklist.** A Station Observation Checklist (SOC) details the essential elements for the various roles at your wash. These should be performed periodically (typically once per month or quarter) for all team members.

Take a **Loader SOC** for example, the observer will watch the person loading the vehicle into the wash. The observer is evaluating if the loader is performing the various task correctly.

- Is the loader smiling?
- Is she waving the car forward calmly?
- Are the windows being prepped correctly?
- Does the loader always step over (vs in) the conveyor?
- ...

Like many other checklists, this should be scored (yes or no). SOC's provide an opportunity for retraining on any problem areas. Consistently high scores in SOC's can also be used as a factor in promotions.

- 5. Site Inspections.** Monthly site inspections are an opportunity to view your operation from the customer's perspective and to force a verification that the daily activities are being performed to expectation. Site inspections are comprehensive. We've seen site inspection checklists with 200 - 300 items. Like the quality checks, these should be scored as you track the site's progress month to month.

Site Inspection Checklist

Started 3/13/2018 by James Kirk

Score : 13/133 (10%)

Exterior Appearance of Store

☒ **Parking lot and curbs clean and swept**
5/5 Completed 4/19/2018 6:38 PM [more info...](#) Completed by James Kirk

☒ **Flower beds are clean and free of debris**
4/5 Completed 5/21/2018 9:14 AM [more info...](#) Completed by John Booth

☒ **Cones clean**
1 Completed 4/4/2018 9:34 AM [more info...](#) Completed by James Kirk

☒ **Signs clean and properly displayed**
1 Completed 3/26/2018 10:32 AM [more info...](#) Completed by John Booth

☐ **Dumpster area clean and swept**
Due 3/13/2018 [more info...](#)

☒ **Staff parked in the correct areas**
0 Completed 4/11/2018 11:44 AM [more info...](#) Completed by James Kirk

☒ **Vacuum canister are clean and free of trash**
1 Completed 3/26/2018 1:35 PM [more info...](#) Completed by John Booth

In summary, use Daily checklists to define expectations and add a level of accountability to ensure that tasks are completed. Measure your wash quality daily so you can quickly identify and resolve any issues. Leverage slower times to identify and make repairs. Reinforce your team training via routine use of Station Observation Checklists. Finally, perform a comprehensive site inspection every month. You may already be doing some of these today, but the thoughtful combination of these actions is the real strength.

While you can certainly perform these activities via a paper checklist or MS Excel, we recommend utilizing an operations management system like the [OPEn solution from Wash Systems](#). In addition to a comprehensive checklist system OPEn also includes Issue Tracking (repairs / workorders), Preventive Maintenance, and Maintenance logging functionalities.

Finally, make sure that you are asking your customers how you are doing! From comment cards to online surveys, make sure you can measure the results of these efforts. A common survey measure is called the [Net Promotor Score \(NPS.\)](#) Even if you don't know it by name, you already see the NPS question everywhere; ***“On a scale of 1-10, how likely would you be to recommend our service to a friend...”***. NPS attempts to help you understand if your customer base is generally in one of three categories based on the scale of 1-10 question. NPS categories are as follows:

- Promotor (9 or 10)
- Passive (7 or 8)
- Detractor (1 to 6)

Obviously, the goal is to develop and nurture a strong customer base of “Promoters”. Having the structure outlined at throughout this document will make it easier for your operation to adapt in order to best serve your customer base.

About Wash Systems

We work to address operational challenges that are unique to the car wash industry. Our Operations Process Engine (OPEn) software helps our customers manage their car wash operations more efficiently. The OPEn product is a management tool that helps car wash owners realize and maintain their vision via processes that maximize efficiency and profitability.

Visit us online at <http://www.wash.systems>

