

Product Profile **EZ-CALL**

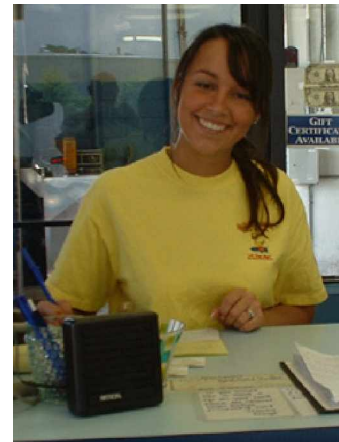
EZ-Call helps car wash enhance service and improve efficiency!



Kevin Foster (shown at left) and his brother Dan don't follow trends. The *experts* generally conclude that automated low cost car washes are the wave of the future. Fortunately, for the residents of Center Point and Trussville, Alabama, the Foster brothers disagree.

Contrary to the *cheap and leave wet* business model, the Foster brothers have a very simple business philosophy of **PUT THE EMPHASIS ON QUALITY!** Splish Splash Car Wash, with two locations, currently offers an economy exterior wash with hand drying, an affordable full service wash, and professional detailing for discriminating customers. It must be working. A customer recently stated that *the Splish Splash six-dollar wash is the best in Alabama!*

One of the things that make Splish Splash different is family ownership. The young lady at the right is Kevin's future daughter in law, Anna Perry, who makes the customer experience as pleasant as possible – even to the extent of offering fresh pop corn. Note the black rectangular box on the counter in front of Anna. That box (actually a part of the EZ-Call system) and the associated 2-way radio used by Kevin allows the finishers on the wash line to broadcast a message through the speaker in the lounge area when a customer vehicle is ready. Instead of running back and forth from the wash finish line to the reception area, Kevin or one of the line managers use the EZ-Call Radio to let customers know when their vehicle is ready to go. The EZ-Call wireless portable intercom can pay for itself in less than two weeks!



The cost of the complete EZ-Call system is just \$599. No installation is required. There are no monthly usage charges and maintenance is insignificant. No FCC license is required since the system operates on license free MURS channels. American workers manufacture the EZ-Call system in Carmel, Indiana. The Fosters, who hail from Indiana, considered that as a real plus with a little touch of home in this highly efficient system. You may be wondering how EZ-Call pays for itself. Consider the following.

On a typical *slow* day, each Splish Splash location will clean an average of 150 vehicles. By Friday, this number will be up to 200 and by Saturday, 300 or more. That works out to an average of around a thousand vehicles per week. Running back to the customer lounge from the wash line a thousand times a week wastes a lot of time. If we assume only two minutes per transaction in lost productivity, this equates to approximately twenty cents per minute at average labor rates for a total of \$400 per week. In a little over a week, EZ-Call pays for itself!

Candice Sutterlin of Falcon Direct is the account specialist for EZ-Call. For additional information or a demonstration, call Candice at 205.854.2611 or toll free at 1.800.489.2611.



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