



# Autowash Client Success Story

Autowash upgrades its membership app to a modern customer experience platform powered by Heroku



We empower businesses to reach new heights by partnering with them to craft customer and employee experiences that drive real results

## What we do for our clients



### Develop Beautiful Apps

We design and launch modern mobile apps and responsive websites that enable businesses to better connect, engage with, understand, and serve their customers



### Drive Digital Transformation

We change the way businesses work and enable them to scale by integrating disparate systems and converting manual processes into streamlined automation flows



### Provide Customer Insights

We give CSRs and executives superpowers through system integrations, meaningful analytics, user behavior tracking and real-time system health monitoring

## How we Partner with Salesforce



### Heroku Cloud Development

Custom apps, APIs, services, and data stores using the power of Heroku, fully integrated with Salesforce through Heroku Connect



### Salesforce Development

Advanced configuration, third party integrations, custom objects, lightning components and custom apps across sales, service, marketing, and community clouds



### Cross-Cloud Integrations

Integrate Salesforce with Amazon Web Services, Microsoft Azure and Google Cloud Platform



### Salesforce Data Integrations

Integrate Salesforce data into a client's current reporting solutions and business applications

## Our products



Mobile app platform that accelerates the development of customer or employee facing application and syncs to Salesforce.



Automate Excel to PowerPoint, create real-time dashboards, and improve collaboration. Integrates seamlessly with Salesforce.

Let's Connect!

[www.insiten.com](http://www.insiten.com)

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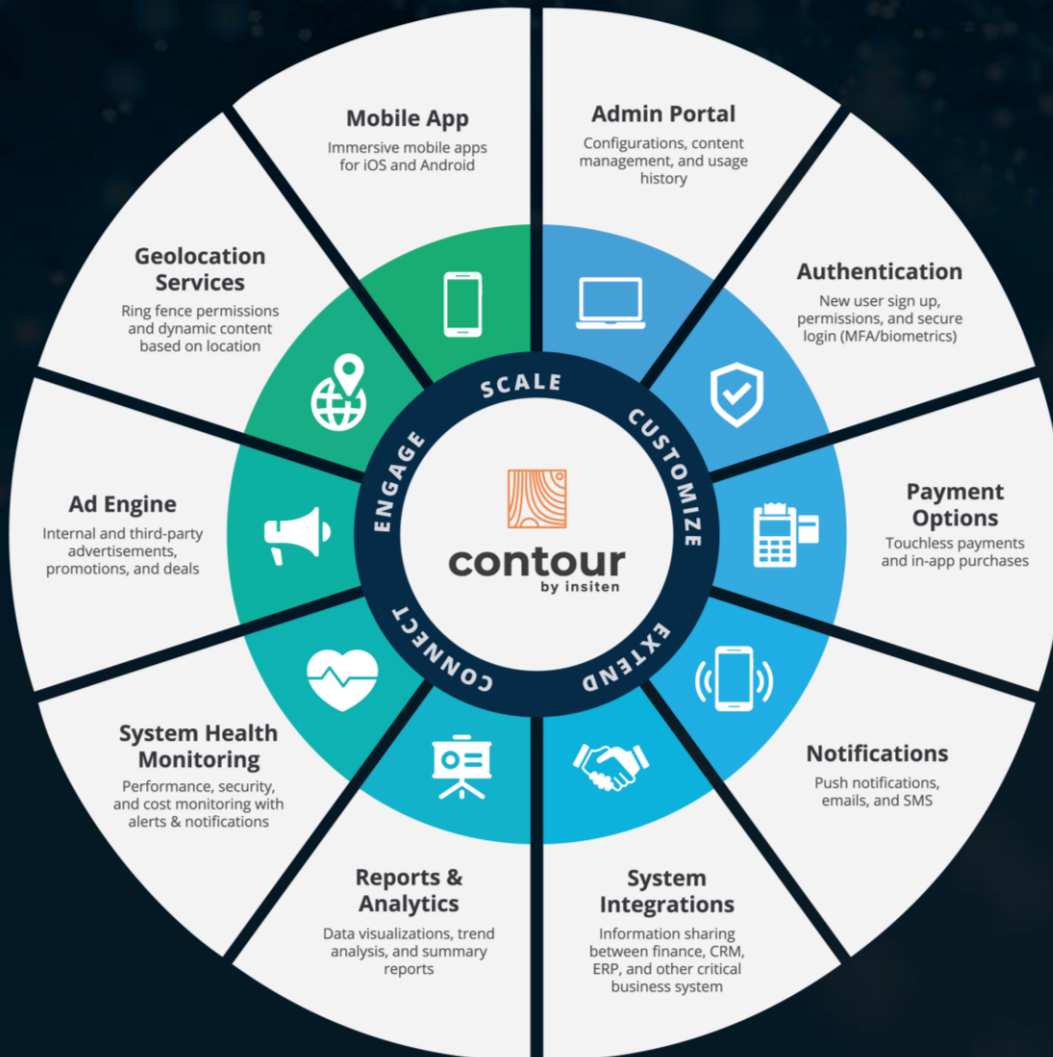
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# Contour

Contour allows companies to launch new mobile apps in record time and features powerful customer experiences and seamless integration with Salesforce



To learn more, visit

 [www.insiten.com/contour](http://www.insiten.com/contour)



# Salesforce and Insiten partner to solve Autowash's app problem

Autowash was an existing Salesforce Service Cloud and Live Chat client, but they were struggling with their client facing mobile app. Salesforce Partner, Insiten, developed a Heroku solution.

## The Business Challenge



Autowash is a rapidly growing, Denver-based car wash business with 17 locations and a monthly membership model.

Membership was being managed through a legacy mobile app not connected to Salesforce.

### Objectives

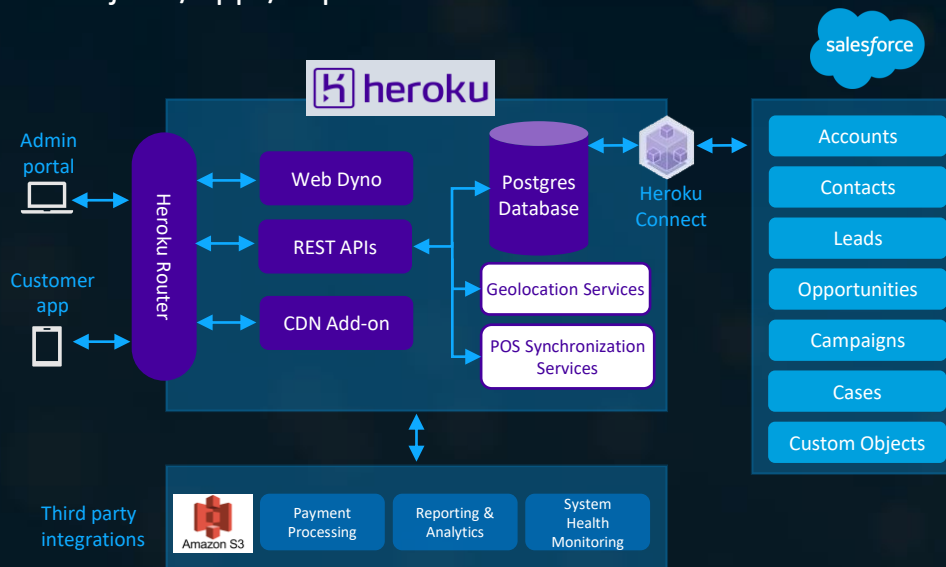
- **Scale** the business, open franchises nationwide
- Provide users with a **better customer experience**
- **Integration** between their mobile app and Salesforce
- Create **tools for CSRs** to more successfully serve their customers
- Give executives access to **BI and analytics** to inform and drive strategy

## The Solution



Insiten implemented a modern, Heroku powered, membership platform that includes:

- A Mobile Membership App
- An Administrative Portal
- Salesforce Custom Objects/Apps/Reports
- Heroku Backend
- DataDog System Monitoring
- Dev Ops Process & Automation



## The Results



### Launched platform in record time

- Developed, tested and deployed in just 3 months

### Made a splash with Autowash customers

- 8,000 existing users were seamlessly migrated to the new app
- Since app launch, new membership grew by 25%

### Improved customer service

- CSRs can quickly view a customer's profile and journey with Autowash
- Issues are rapidly identified/resolved

### Enabled scale

- Consistent, repeatable customer experience from location to location
- Ability to onboard new locations without custom development

# The Platform Delivered

The perfect intersection between core business functionality and customer engagement, strategically managed by a series of executive and CSR tools.

## Core Services Features

### Secure Login

### Intuitive Home Page

### Service Wizard

### Touchless payments

### POS Interface

## Customer Engagement Features

### Explore Deals

### Play Games

### See Savings

### Feel Appreciated

### Refer a Friend

## Exec/CSR Tools

### Admin Portal

### Salesforce Reporting

### DataDog System Monitoring

# The Impact Created

Autowash is thrilled with the results and sees Salesforce and Insiten as key partners as it continues to pursue its growth and expansion goals



*"Insiten has been more than valuable in adding ideas and possible solutions to our implementation. They've been ultra-responsive to our many requests and the quality of the end-product is amazing. This is exactly what we needed to be able to more effectively scale the business."*

- Dennis Dreeszen  
Autowash, Founder and CEO



**\$43,200/yr.**  
Heroku  
development  
pack subscription



**17**  
Car wash  
locations  
supported



**9**  
Car wash  
locations being  
added this year



**23,500**  
Car wash users  
supported



**25%**  
Increase in new  
memberships  
since launch



**5**  
Salesforce  
Partner rating



**100%**  
Committed to  
Salesforce



# Key Contacts for Autowash



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