

USING DATA TO IMPROVE YOUR CUSTOMER EXPERIENCE

IN THE CARWASH

How technology can enhance and transform
the customer experience for **all** involved.

MATTHIJS MACHIELSE
CREATING INNOVATION

CAR WASH
SHOW EUROPE

21 & 22 SEPTEMBER 2023 • AMSTERDAM



Big Brother
eye-opening

MORE THAN 25 YEARS EYE-OPENING



INNOVATION



INSIGHT



IMPACT

**WE HELP RETAILERS
KEEPING AN EYE ON
THEIR BUSINESS**



**WE HELP RETAILERS
KEEPING AN EYE ON
THEIR BUSINESS
OF TOMORROW**





**PROBABLY THE BIGGEST
TRANSFORMATION**
IN MOBILITY AND RETAIL HISTORY



PROBABLY THE BIGGEST TRANSFORMATION

IN MOBILITY AND RETAIL HISTORY

SCENARIO'S FROM +50% TO -40% IN MOBILITY DEMAND

McKinsey report mobility in 2040





**PREDICTIONS
IN MOBILITY**
ARE NOT EASY

**YOUR CUSTOMERS OF TODAY
DETERMINE
YOUR BUSINESS OF TOMORROW**





THE CUSTOMER EXPERIENCE

IT NEEDS TO BE SAFE, EASY AND FAST

*“The **less time you waste** on internal systems, the **more time you can spend** building a true and lasting relationship with your customer.”*

Mario Schraepen - founder LinkedCar

WHAT ARE THE CHALLENGES FOR
THE MOBILITY HUB OF TOMORROW ?

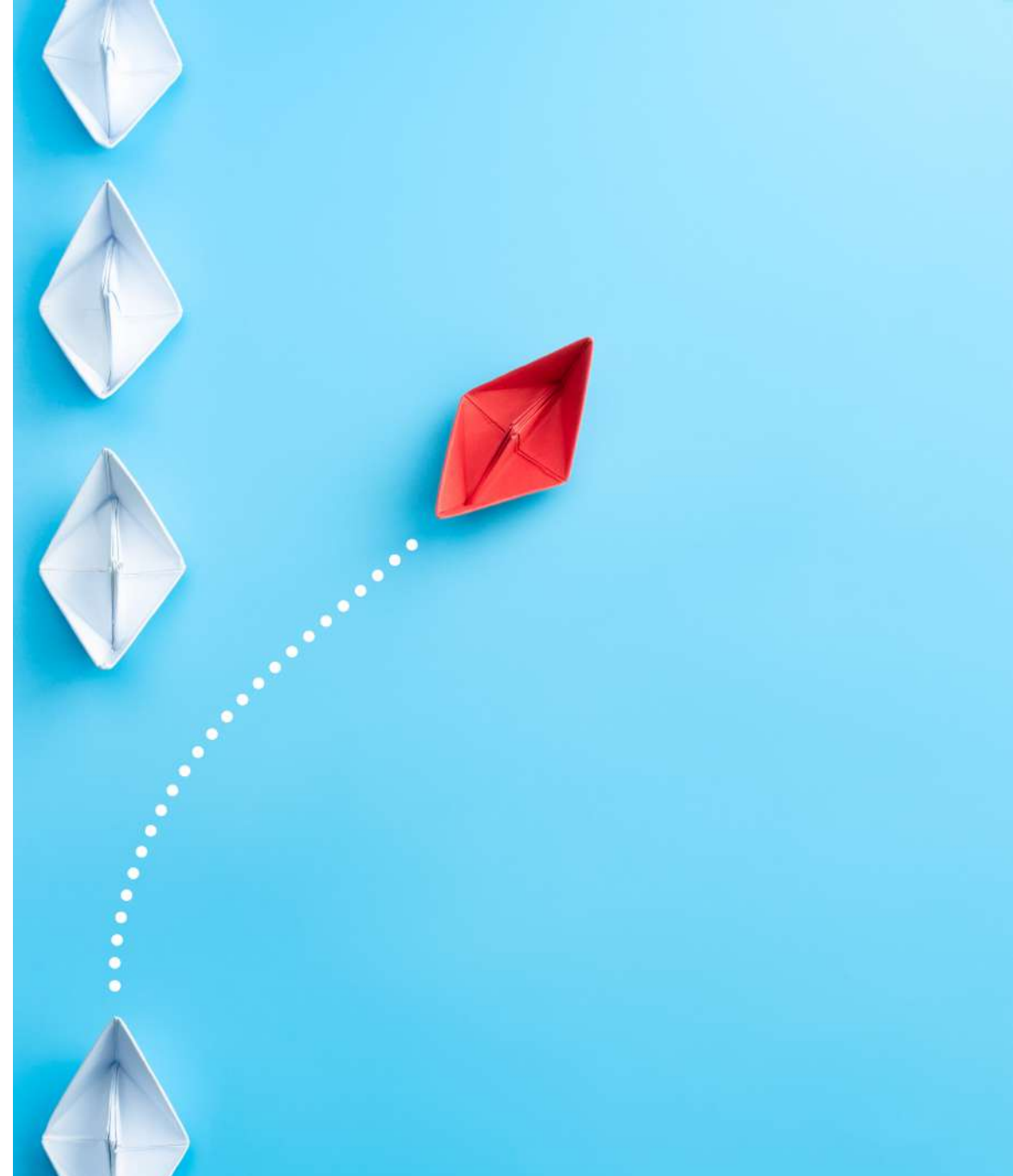


WHAT IF THE FORECOURT
BECOMES THE BACKCOURT?



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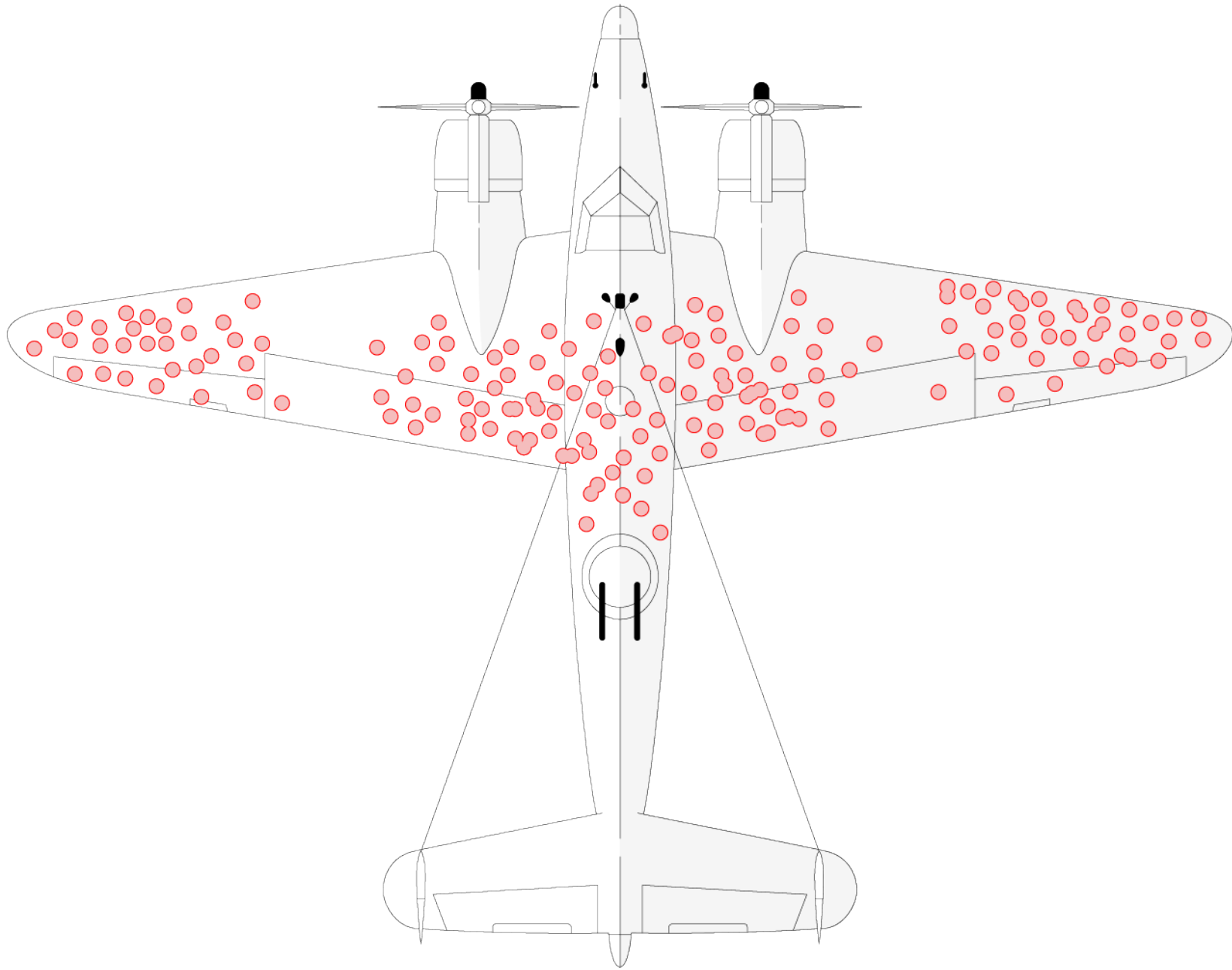
GROWING COMPLEXITY
IN COMBINATION WITH
CUSTOMER CENTRICITY

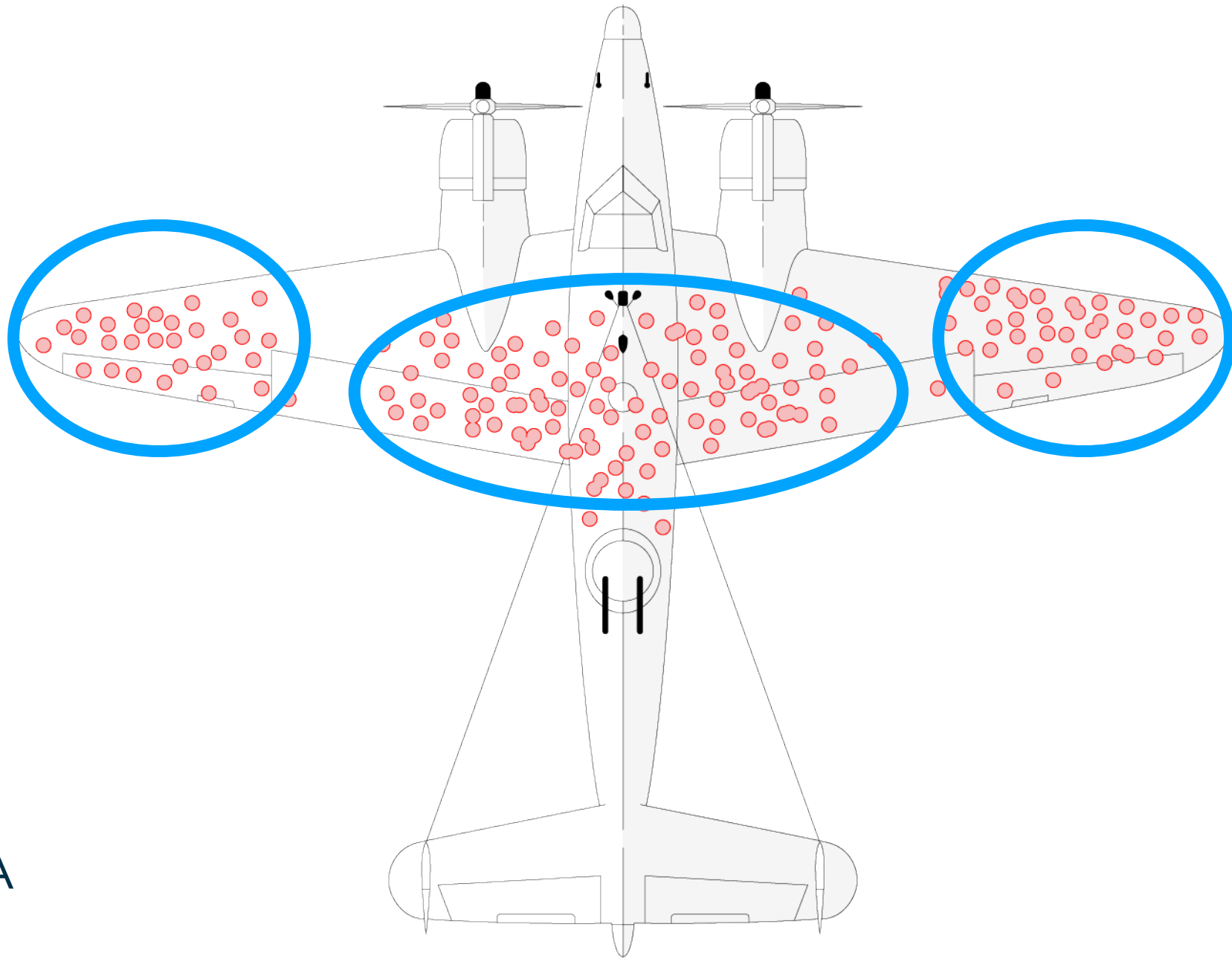


*“**Open collaboration** will be critical to driving the necessary innovation as part of the **#EnergyTransition!**”*

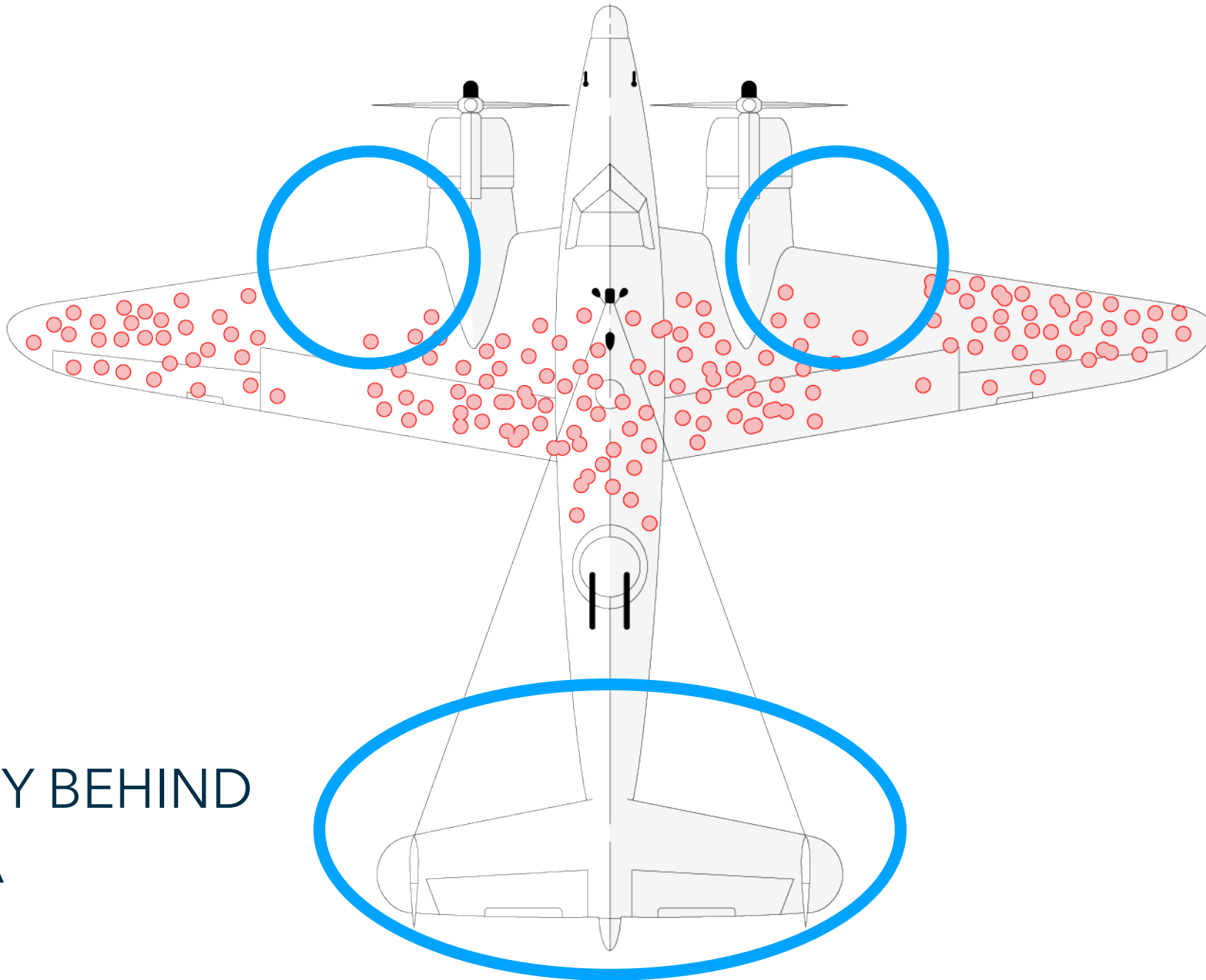
Bernard Marr, best-selling author, futurist and data advisor

THE RESULT?



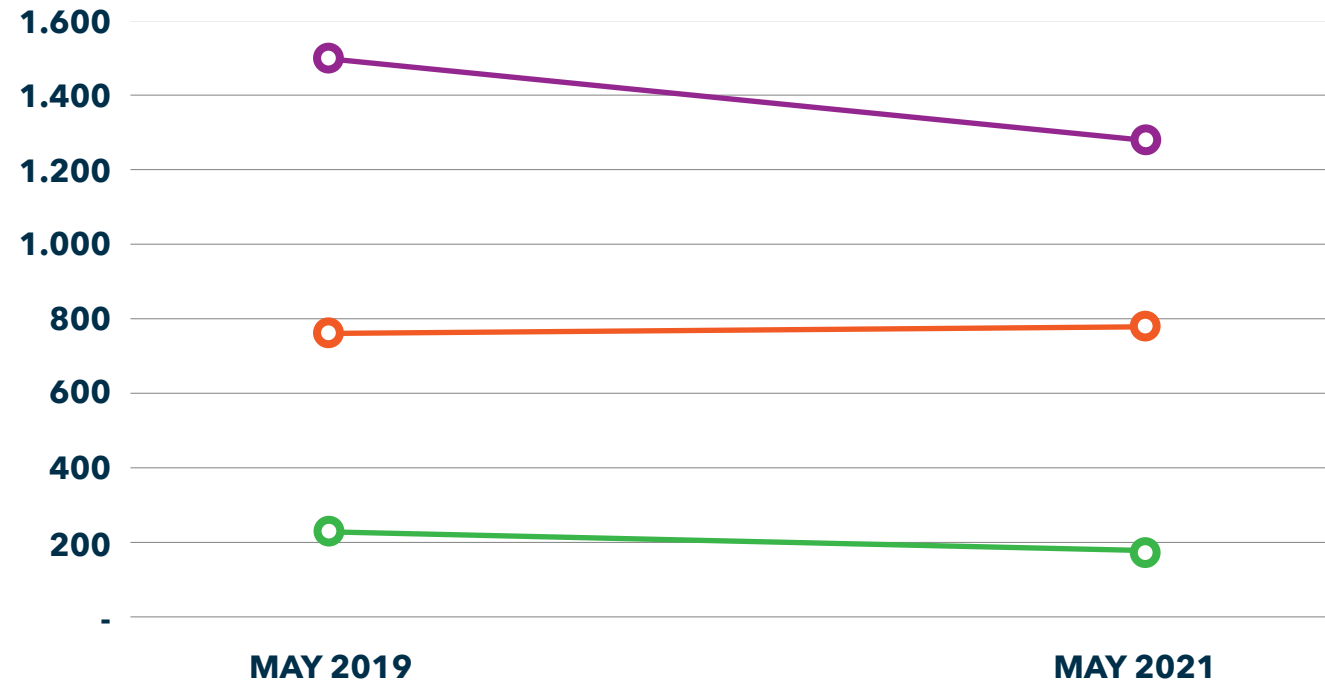


THE DATA



THE STORY BEHIND THE DATA

CUSTOMER ANALYSIS IN COVID



- Transactions
- Customer
- Frequent customer

Watch-it | Customer Intelligence module

THE RESULT?
WRONG DATA DECISIONS

THE RESULT?
**CONFUSED CUSTOMERS
AND SERVICE CHAMPIONS**



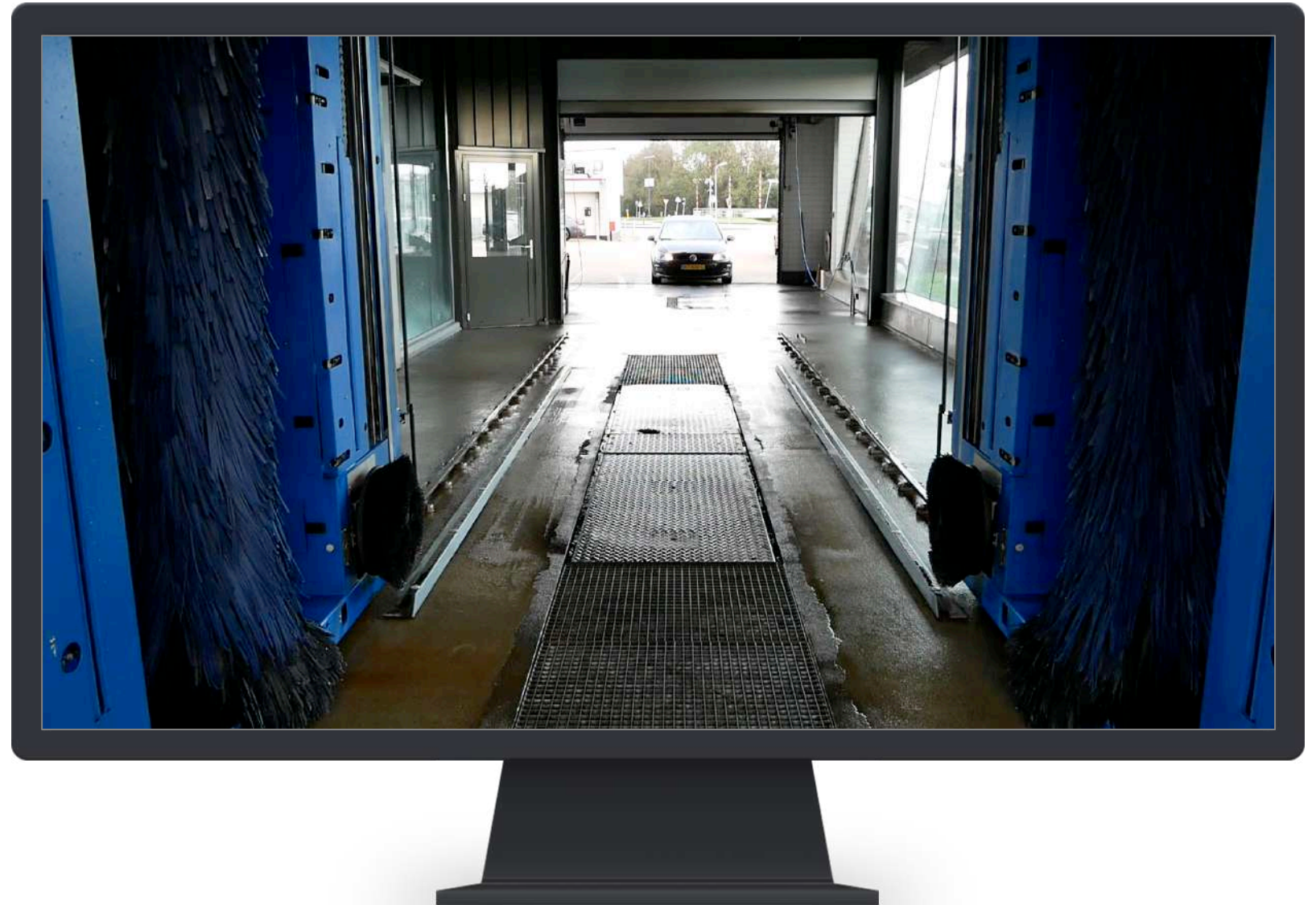
WHAT DO YOU NEED
TO CLOSE THE LOOP?

USE CASE #1

IDENTIFICATION OF CUSTOMERS

BY LICENSE PLATE

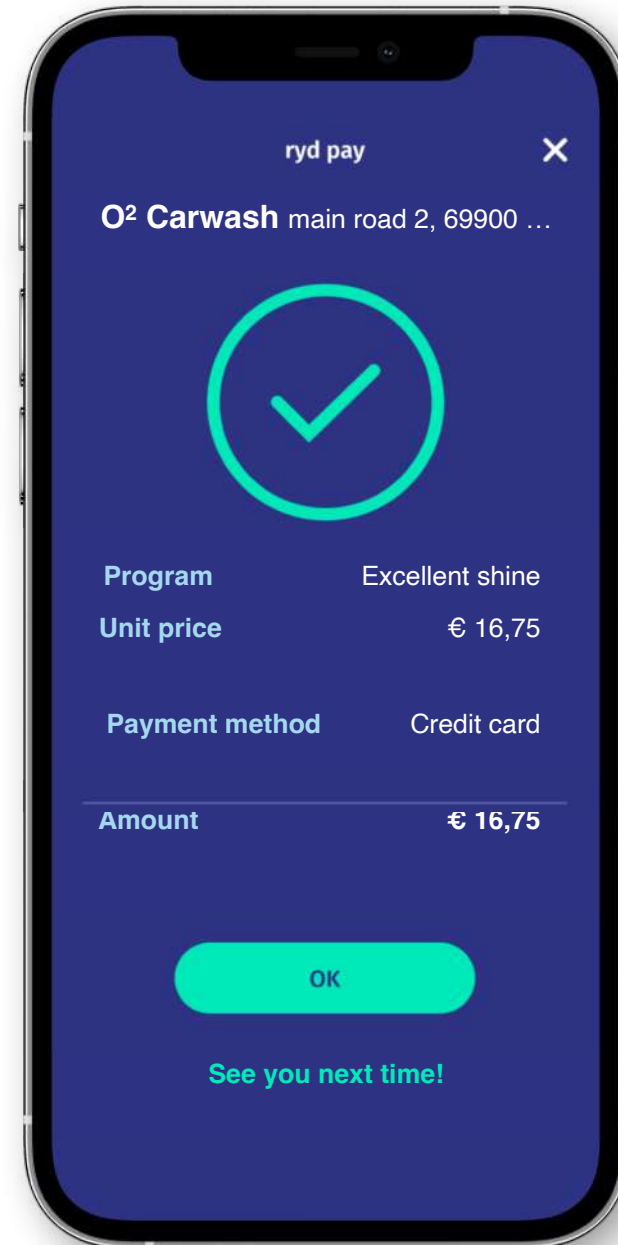
With many open collaborations...



USE CASE #2

THE PERFECT PAYMENT WITHOUT ANY ACTION

EXAMPLE WITH RYD PAY

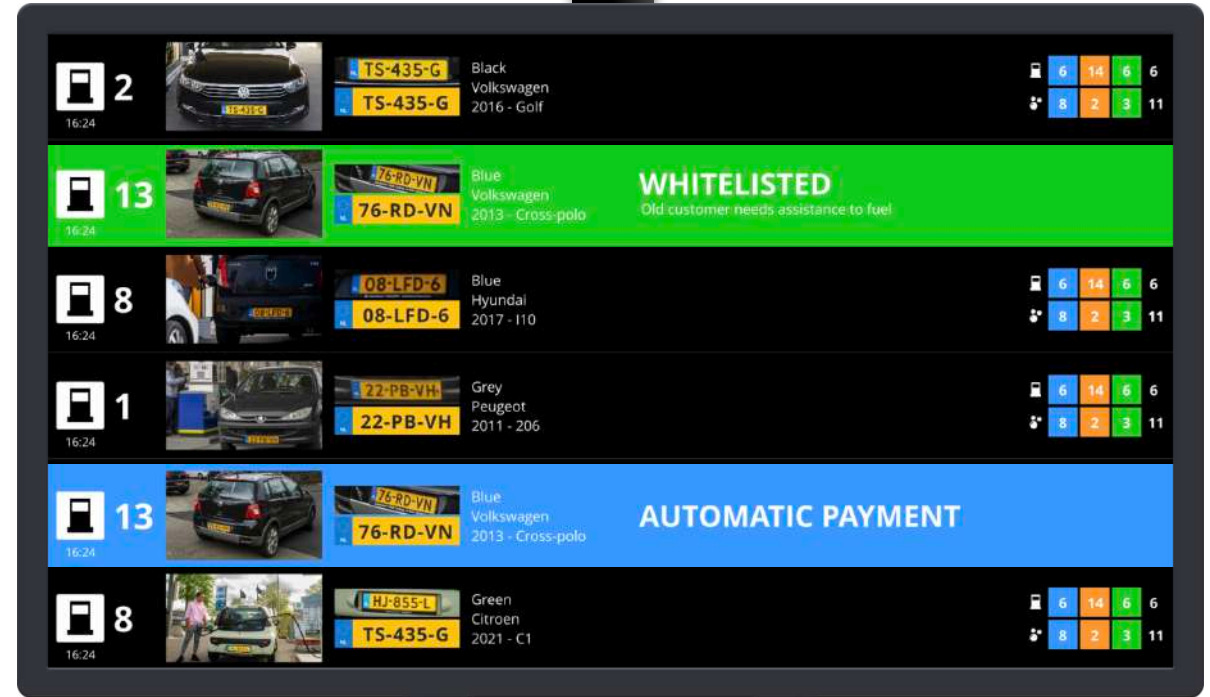


USE CASE #3

SEAMLESS LOOP FOR SERVICE CHAMPIONS

CATCH WITHOUT SEARCHING
TARGET WITHOUT TARGETTING

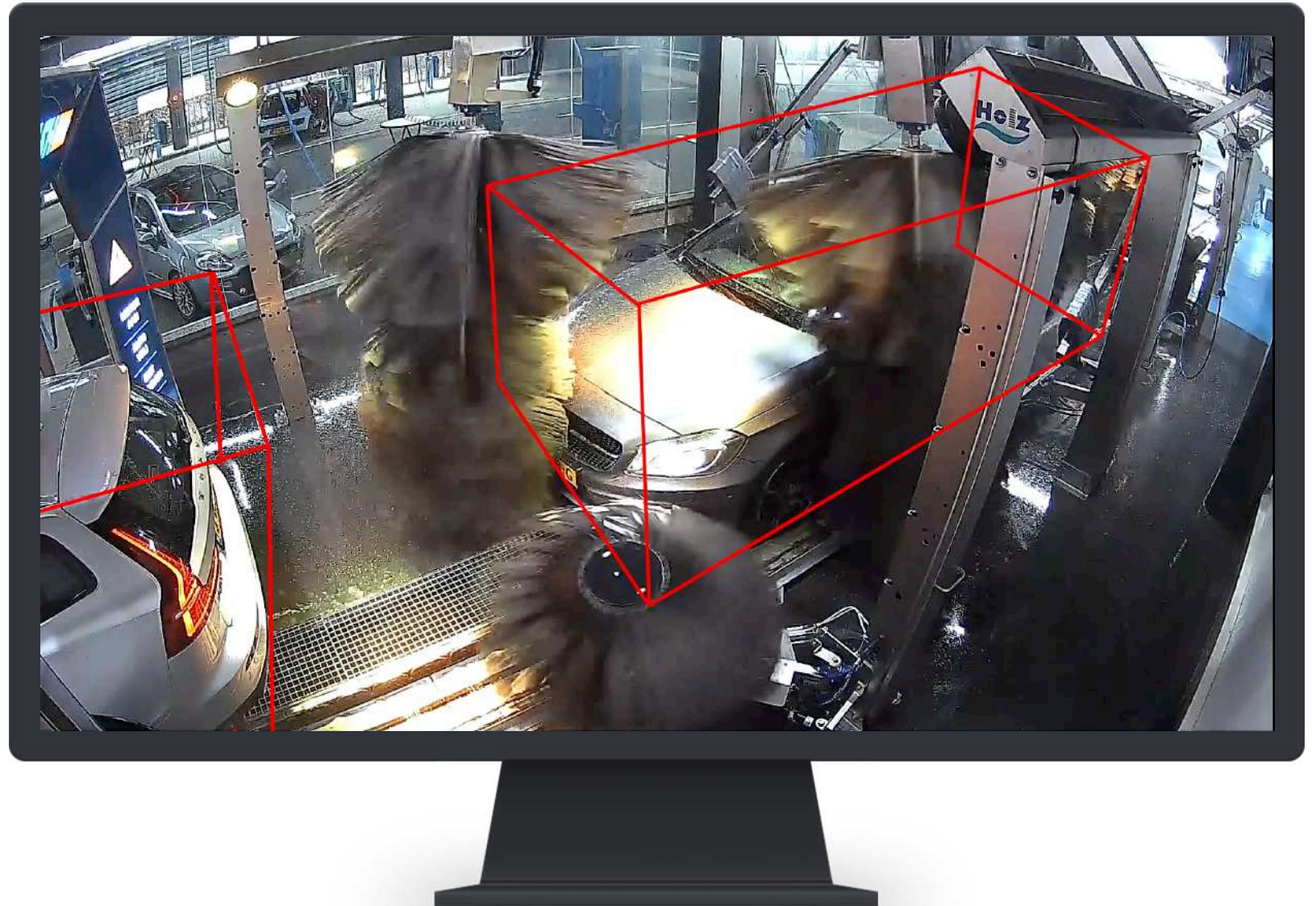
Watch-it AutoAlert



USE CASE #4

AUTOMATIC DAMAGE DETECTION

SOON AT YOUR SITE?



USE CASE #5

DAMAGE DETECTION

VehicleCheck



USE CASE #6

CENTRAL CONTROL FOR ALARMS AND SALES DIAGNOSTICS AND INTEGRATIONS

Watch-it Cloud

Watch-it Mobile



**IF IT'S EASY, YOU'LL DO IT!
WON'T YOU?**

WHAT SUCCESSFULL DEPLOYMENTS AND INTEGRATIONS
FOR **THE RETAIL HUB OF TOMORROW** DO YOU HAVE?

CONNECT DIGITALLY
WITH
THE OFFLINE WORLD
CUSTOMER

sales:

GRIP ON PAYMENTS AND TRANSACTIONS

customers:

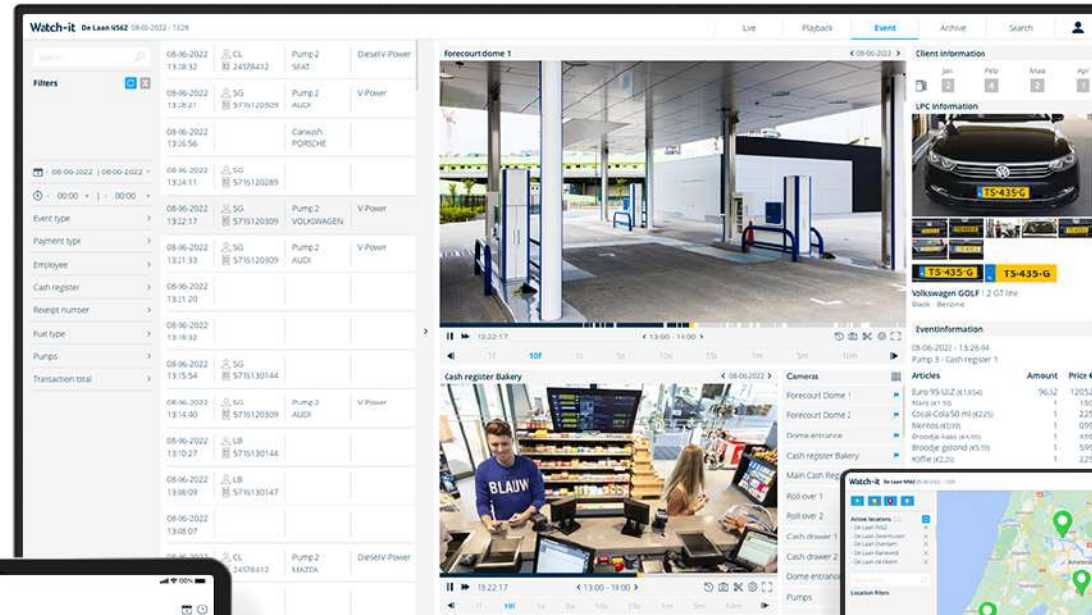
BEHAVIOR OF VISITORS AND LOYALTY

operations:

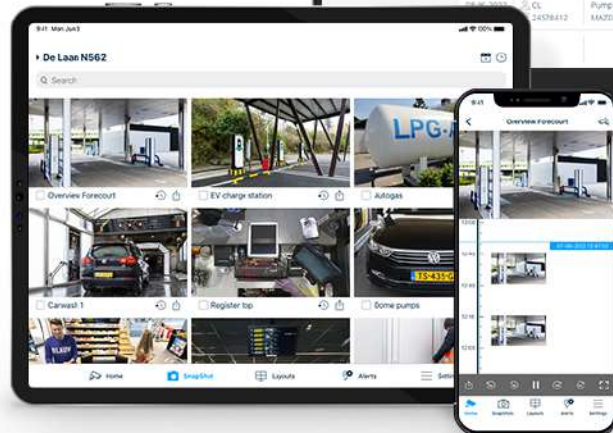
ASSETS AND AVAILABILITY

OUR SOLUTION **WATCH-IT** for mobility **A SECURITY TECHNOLOGY PLATFORM**

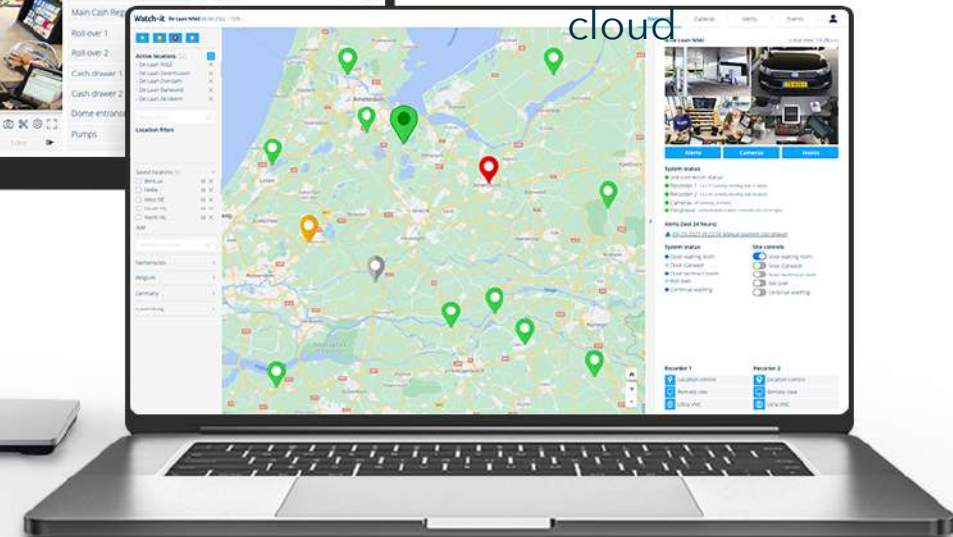
Watch-it core



Watch-it
cloud



Watch-it mobile



TAKE AWAYS



SHARE TO IMPROVE, WE'RE NOT COMPETITORS IN DATA



CONTROL YOUR PROCESSES
AND USE THE **HUMAN FACTOR** FOR CUSTOMER INTERACTIONS



USE TECHNOLOGY READILY **AVAILABLE**



TAKE YOUR NEXT STEP **TODAY**

THANK YOU!

CLOSING THE LOOP

How technology can enhance and transform the customer experience for **all** involved.

mobility.bigbrother.nl/en/



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