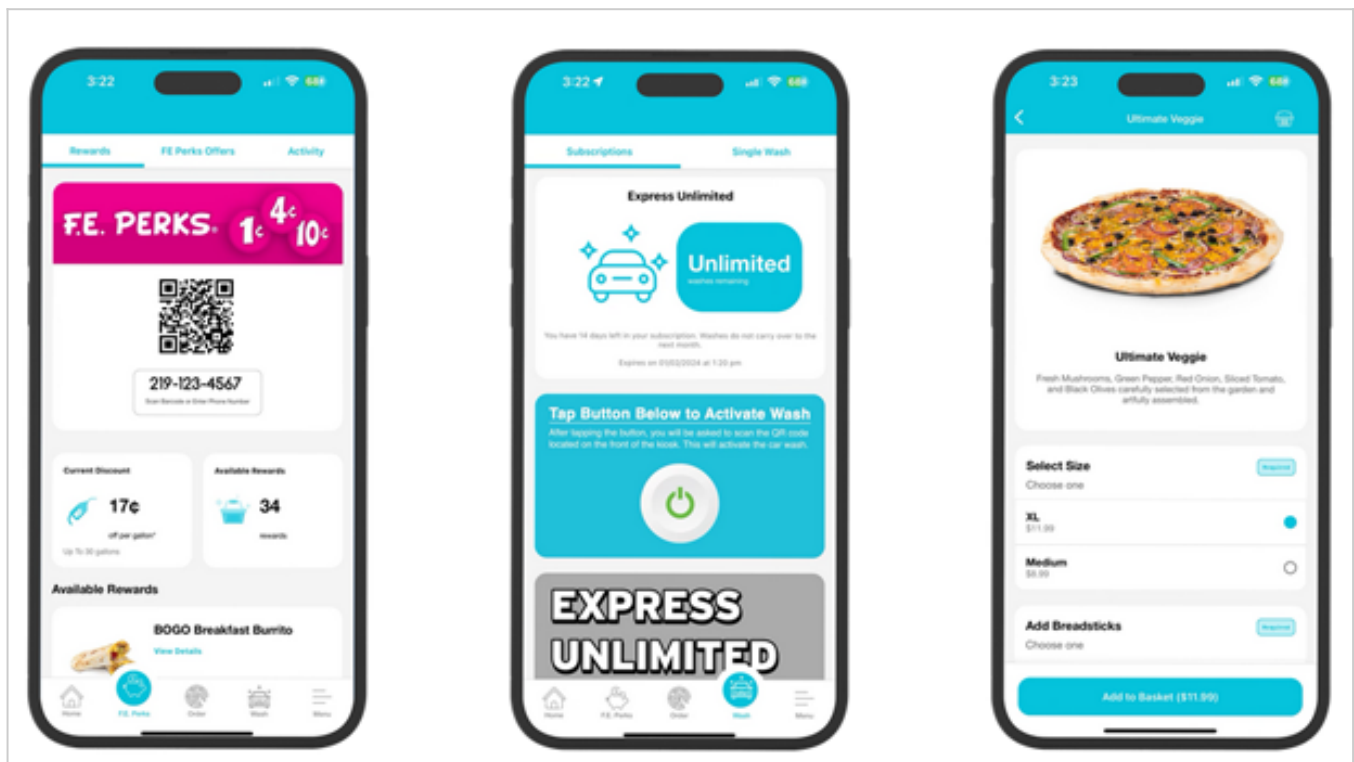


Mobility Plaza®

Family Express unveils new app experience

New features include a revamped mobile ordering experience, faster checkouts and car wash integration.



Family Express has relaunched its mobile app with a redesigned experience for mobile ordering, car wash subscriptions, and payments.

The Indiana-based retailer has partnered with Rovertown to revamp its mobile platform. Leveraging API integrations with different technologies, the renovated services include new mobile ordering capabilities, faster checkout processes by auto-filling payment information, and car wash activation through the app.

“We’ve made considerable investments in a contemporary experience for our brand over the past few years, and we’re thrilled to take the next step by introducing a personalized app experience that meets the needs of today’s customers,” said Gus Olympidis, President and CEO of Family Express, according to a report by NACS.

These new features have been made available to all customers, not only Family Express members, to increase its reach. Services are now available at over 80 branded locations across Indiana.

“The standards for what mobile apps can and should do are constantly evolving, and it’s important for us to stay ahead of those trends. Our new app platform, and the capabilities we’ve carefully selected, build a foundation that allows us to delight customers for years to come,” added Ryan Fasel, Director of Marketing at Family Express.

In addition, customers will be able to choose from different subscription packages and customize their experience.