



## Zips Car Wash launches rewards app

**American car wash chain partners with Thanx to focuses on data and customer experience with app.**

Leading car wash chain Zips Car Wash is taking a step forward into the digital revolution with a Rewards App. Partnering with San Francisco-based Thanx, Zips Car Wash has just launched an app-based customer engagement program for their loyal customers, which rolled out May 1 at over 40 stores and was available at an additional 25 stores on May 15.

The new mobile app highlights Zips Car Wash's commitment to its customers while allowing the growing company to better understand their customers' behaviour with data-driven insights, according to the company.

"With our recent growth to 115 stores, we are very excited to offer a rewards-based app to our loyal customers to earn free washes, refer friends and make purchasing a car wash even quicker and easier," said Zak Hemphill, Vice-President of Technology and Organizational Development at Zips Car Wash.

New users receive a free car wash upon sign-up and another free wash with every \$100 spent. Additionally, for every new customer that is referred by a friend and signs up with the app, both parties will receive a free wash.