

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study



## Water Wheel Car Wash starts mobile couponing

*Car Wash customers take full advantage of mobile couponing in the Santa Clarita Valley!*

OzNet Systems, Inc

**mobiqa**  
mobile barcode solutions

## CASE STUDY: OzNet Systems and Water Wheel Car Wash

Mobiqa's US partner; OzNet Systems, is working together with innovative Water Wheel Car Wash to provide mobile couponing for their customers.

Water Wheel Car Wash is the first car wash company in California to embrace Green Mobile Technology. With the help of OzNet Systems, Water Wheel Car wash now has the ability to send barcoded coupons to their customer's mobile phones. Water Wheel Car Wash no longer needs to print out paper coupons therefore

reducing unnecessary paper waste.

To get their mobile coupon, all customers have to do is Text WATERWHEEL to 84045.

Water Wheel Car Wash, owned and operated by the Naber family in Canyon Country is conducting this one-of-a-kind program with OzNet Systems of Santa Clarita to test the technology in their community.

"We are a small business and we have to be conservative about our marketing dollars. As a small

business you always have to be looking for something different," says second generation Water Wheel Car Wash Owner, Alex Naber.

With mobile coupon delivery customers can specifically choose which product and coupon they desire from any location with internet access. Business owners can also pull an electronic report showing exactly how effective their marketing campaign has been.

For more info visit: [www.mobiqa.com](http://www.mobiqa.com) or [www.oznetsystems.com](http://www.oznetsystems.com)



## Technology Overview

*Receiving coupons on your mobile device is easy and convenient.*

1.



Car wash customers text WATERWHEEL to 84045 text in to request their coupon to be sent straight to their mobile phone.

2.



3.



OzNet receives the customer's mobile phone information and using Mobiqa's core couponing platform, customers are sent a fully optimised WATERWHEEL coupon to their phone.

The WATERWHEEL mobile coupon is a fully optimised, secure barcoded coupon which is scanned and validated at the point of sale.