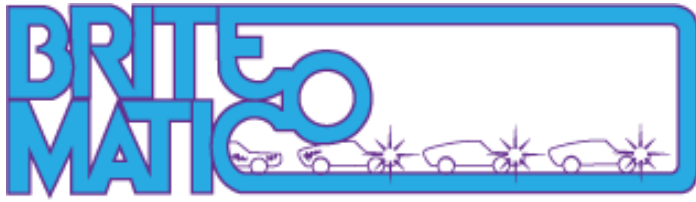


CASE STUDY



Overview

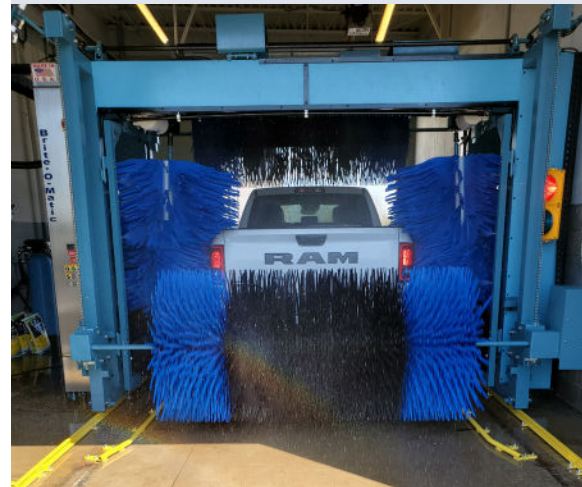
Established in 1904, Spitzer AutoWorld is a fourth-generation, family-owned network of automobile dealerships, known for its commitment to innovation, customer satisfaction, and operational excellence. With over 1,500 employees and 26 locations, Spitzer has built its reputation not just on selling vehicles, but on delivering an exceptional ownership experience from start to finish.

As a business steeped in tradition and forward-thinking in operations, Spitzer AutoWorld continuously evaluates tools and partnerships that help uphold its customer-first values. One of its latest initiatives involved upgrading the customer experience through streamlined vehicle cleaning services, ultimately leading to a successful partnership with Brite-O-Matic.

The Challenge

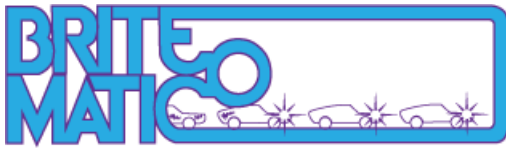
While acquiring various dealerships over the years, Spitzer AutoWorld encountered inconsistent car wash practices across its locations. While no store relied on handwashing, some stores used competitor systems and others operated with off-site, third-party car washing services.

Managing customer expectations, especially at one location that did not want to offer car washes, became a challenge for Spitzer, whose goal is for their buyers to be customers for life. They needed a cost-effective solution for reliable and consistent car washes at each of its locations. After considering all system manufacturers, Brite-O-Matic was the only one that offered the Rental and Full Service Plan and a support team they can rely on.



"If someone is hand washing cars, I would suggest they do a Proforma and evaluate the human cost. It's difficult to find and keep people and it's costly to pay them. Reducing your detail team by a couple of people will more than cover the cost of the car wash."

- John English
FIXED OPERATIONS DIRECTOR



CASE STUDY

The Solution

A key factor in the decision to partner with Brite-O-Matic's was their Rental and Full Service Plan, an all-inclusive warranty agreement that offers two-day response times on service calls and a five-year term, with a full system replacement at the end. This structure ensures consistent reliability and long-term value for Spitzer AutoWorld. Also, Brite-O-Matic proactively works behind the scenes to resolve issues and keep the system running smoothly.

Spitzer partnered with Brite-O-Matic in the 1990s in part because of their unbeatable plan, but also because of their white-glove service. From day one, Spitzer felt like a VIP — valued, heard, and fully supported.

The Results

Since partnering with Brite-O-Matic, Spitzer AutoWorld has experienced a noticeable shift in both customer satisfaction and operational efficiency.

- ✓ **Customer Retention and Revenue:** Car washes are used as a strategic retention tool, providing service technicians an opportunity to identify and recommend warranty or maintenance work. This increases service revenue while building stronger customer relationships.
- ✓ **Operational Cost Efficiency:** Throughout the partnership, the system costs have remained steady and systems are replaced at the end of each term, ensuring a reliable and cost-effective solution.
- ✓ **New Customer Incentives:** Customers who purchase a new vehicle receive a free weekly car wash for as long as they own the vehicle, adding value and encouraging long-term loyalty.

With over a century of legacy in automotive sales and service, Spitzer AutoWorld knows the importance of staying ahead of customer expectations while maintaining operational excellence. The decision to partner with Brite-O-Matic was not just about installing a car wash. It was about investing in a customer experience solution that supports long-term growth, loyalty, and efficiency.



PARTNER DETAILS

PARTNER NAME

Spitzer AutoWorld

BUSINESS TYPE

New and Used
Car Dealership

YEAR BUSINESS STARTED

1904

NUMBER OF EMPLOYEES

1,500

LENGTH OF PARTNERSHIP

25+ years

NUMBER OF LOCATIONS

26

Looking for a car wash solution with results you can see?

Contact Brite-O-Matic.

briteomatic.com

800-323-0577

info@briteomatic.com