

# Welcome to the Customer Management Portal (CMP) Vehicle Identification Automation (VIA Guard)



Welcome to the deep dive on the “Vehicle Identification Automation”, a.k.a. VIA Guard, section of the Customer Management Portal. The following video will show us how to navigate through each of the screens within the VIA Guard environment. We will learn the terminology, structure, setup, and management procedures.

The screenshot shows the Dencar Admin interface. The left navigation column includes sections like Home, Customers, Product Templates, Device Templates, Component Templates, Component Setting Templates, Site Product Descriptions, Consumers, Sites, Devices, Components, Wash Passes, Consumer Passes, VIA Guard, Credit Cards, Payments, and Message Log. The main content area displays a list of exceptions under the 'VIA Guard' section. The exceptions are as follows:

Name	Status	Actions
Nassi	License Plate Fail	Trigger Exception, Close Exception
Hi	License Plate Fail	Trigger Exception, Close Exception
	License Plate Fail	Trigger Exception, Close Exception
Rob	License Plate Fail	Trigger Exception, Close Exception
Hi	License Plate Fail	Trigger Exception, Close Exception
Mich	License Plate Fail	Trigger Exception, Close Exception
Ty	License Plate Fail	Trigger Exception, Close Exception
Ja	High	Trigger Exception, Close Exception
	High	Trigger Exception, Close Exception
Jasol	High	Trigger Exception, Close Exception

At the bottom of the screenshot, there is a footer with the text: "Copyright © 2021 Dencar Inc. All rights reserved. Version 1.0.0.0".

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The first thing we notice is the color-coded nature of the exceptions. Gray exceptions represent failed license plate reads. Failed license plate reads are typically seen on vehicles with no plates, temporary tags, snow covered plates, or obstructed views. The license plate failures are followed by a red, yellow, and green priority level of VIA Guard exceptions. Red represents users that have used their wash pass on multiple vehicles repetitively. Yellow represents users that have used their wash pass on multiple vehicles moderately, and green represents users that have used their wash pass on multiple vehicles minimally.

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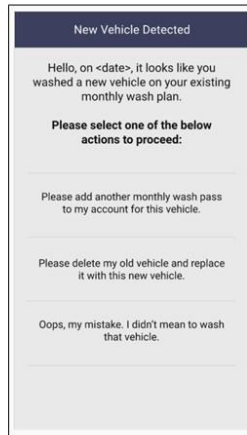
When we select the exception for this account, we are presented with the details of the pass holder. We see the type of wash pass, quantity of vehicles, as well as other account related information. Specifically, we see the existing license plate associated with the account and we are presented with the new vehicle license plate that has been brought through the wash. We are also presented with pictures of the driver and the vehicle.

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When we have the exception detail open, we can scroll down to see historical wash details. In this case, it is clear to see the husband purchased the wash pass, he shared the wash pass with his wife, and we will trigger an exception to present the husband with a simple notice to approve in his app. This allows him to add his wife to the wash pass. This flow is how family wash plans are easily created without any high pressure selling. The husband could have added the vehicle in his app manually, but the Denpay platform makes it simple to facilitate this transaction. The next screen shows what the husband will see on his cell phone app.

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Here is what the customer will see the next time he opens his cell phone app. The monthly wash pass is locked for use until the customer selects one of these options. In addition, the options presented to the customer are variable. For example, the customer only gets one "Oops button". Customers can only change vehicles on their plans after the vehicle has been on the plan for over 1 month. These two restrictions help keep the customers honest.

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## Action Item

As the car wash operator or manager, we want to review VIA Guard exceptions on a regular basis. We need to trigger or close each exception to manage the workflow appropriately.

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- First Name:** Dave
- Last Name:** [Redacted]
- Consumer Pass Id:** [Redacted]
- Customer Pass Id:** [Redacted]
- Pass Name:** Gold Monthly Wash Pass
- Average Wash Usage:** [Redacted]
- Exception Rating:** 1
- Use Count:** [Redacted]
- Vehicle Count:** 1
- Customer Response:** [Redacted]
- Plates:** JAE1 [Redacted]
- Vehicle Nicknames:** My Vehicle 1

Below the 'Exception Info' is a 'Payment Trigger' section containing two images:
 

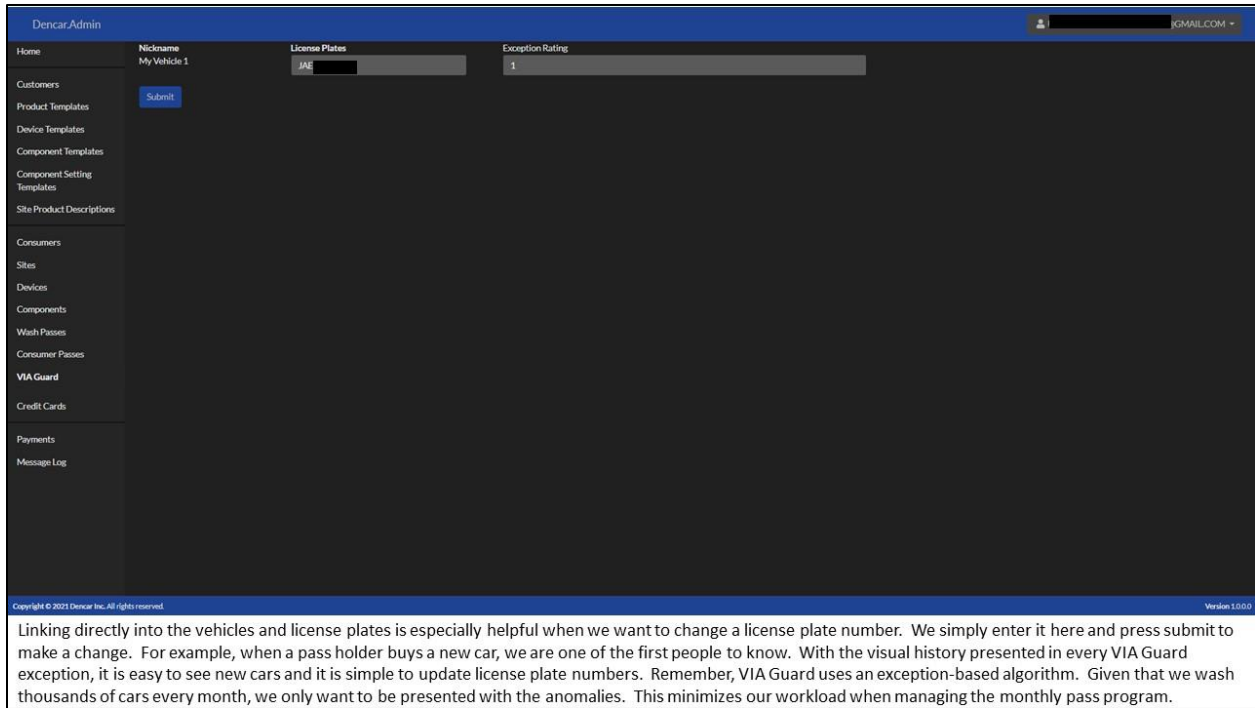
- The left image shows the interior of a car with a license plate field labeled 'LicensePlate' containing 'HFV [Redacted]'.
- The right image shows the rear of a purple car in a parking garage, with a timestamp '2021-06-25 18:53:54' in the top right corner.

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When we return to the customer management portal, we see that we can drill into more detail on this user by selecting the pencil icon, or by linking directly to the consumer account. Selecting the pencil icon takes us directly to the wash pass registered vehicles and license plate. Let's look at this in more detail on the next screen.

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Linking directly into the vehicles and license plates is especially helpful when we want to change a license plate number. We simply enter it here and press submit to make a change. For example, when a pass holder buys a new car, we are one of the first people to know. With the visual history presented in every VIA Guard exception, it is easy to see new cars and it is simple to update license plate numbers. Remember, VIA Guard uses an exception-based algorithm. Given that we wash thousands of cars every month, we only want to be presented with the anomalies. This minimizes our workload when managing the monthly pass program.

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## Key learning review

- VIA Guard presents us with exceptions to wash pass usage.
- Exceptions occur when a vehicle not associated with a wash pass is used on a pass.
- We can trigger an exception, which means the customer is notified, or close an exception, which means nothing happens.
- The car wash operator is only presented with exceptions for review. This minimizes the time necessary to administer the monthly wash pass program.
- VIA Guard helps to create family wash plans which are the stickiest of customer relationships.
- VIA Guard improves the profitability of your car wash monthly pass program.

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VIA Guard is a key component of our wash pass program management flow.

# Conclusion:

## Customer Management Portal (CMP)

### Vehicle Identification Automation (VIA Guard)



This concludes the deep dive on the “VIA Guard” section of the Customer Management Portal. Please continue your training with the deep dive videos on the other sections of the CMP.