

CUSTOMER STORY

Every location, one standard: how RocketFast scaled to 14 sites without losing consistency

A 14-location tunnel operator had systems in place. Keeping them consistent across every site was the hard part, and vehicle damage claims were where it cost the most. WashUp put every location on one claims process.

About RocketFast! Car Wash

INDUSTRY

Car Wash, Express Tunnel

LOCATIONS

14

TEAM

+150 active users

PRODUCTS USED

All (Bundle Plan)

2.2 days

median time to close a damage claim, down from 17.9 days in their first six months

74%

of claims now close within a week, up from 26%

+1,000

damage claims logged and tracked across all 14 locations

The challenge

- **The claims process was cumbersome.** Filed differently at each location, tracked differently, slow to resolve, and hard to find later.
- **Opening and closing drifted between locations.** The same job ran differently depending on who was working and where.
- **Documentation was incomplete.** Tasks were getting missed and the record behind them did not always exist.

“

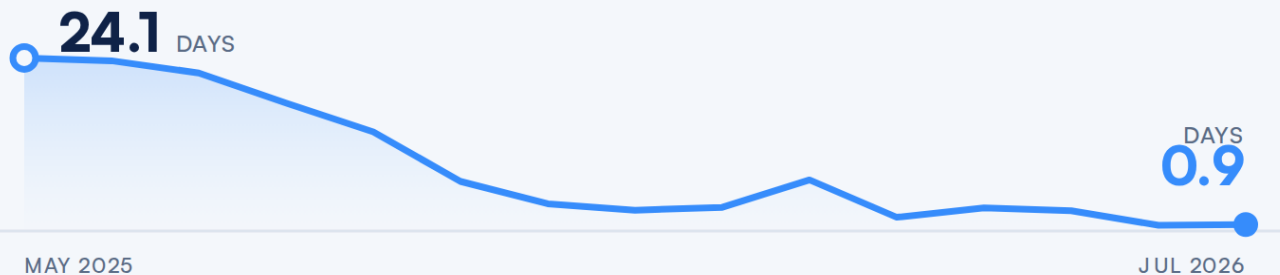
Our incident process was cumbersome. WashUp helped us get better organized. Now we can accurately see the flow of incidents.

Mike D.

Head of Operations, RocketFast! Car Wash

Claims close in days instead of weeks

Time to Close a Damage Claim



MEDIAN DAYS FROM A CLAIM BEING REPORTED TO IT BEING RESOLVED OR DENIED, BY MONTH

The solution

Incidents

One form, one record, one flow across all 14 sites. VIN entry auto-fills the vehicle details, photos and video attach to the claim, and every claim moves through the same four statuses. Status is visible without a phone call.

Tasks

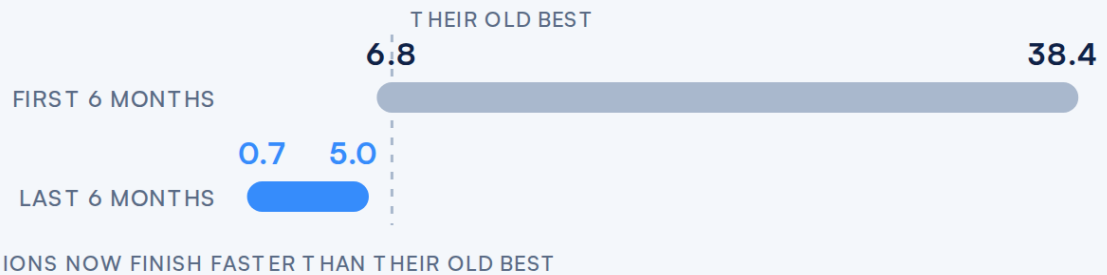
Opening and closing procedures built as Routine Lists that regenerate on a daily, weekly, or monthly cycle. Every completion is logged with who did it and when. Over 19,000 tasks completed in a recent 30-day window.

Inspections & My Wash

Quality checks built around each site's actual bays and equipment, rated Red, Yellow, or Green. Anything not green becomes an Attention Item that gets assigned, tracked, and closed out with photos attached.

Every location operates to the same standard

Consistency Across Locations



THE GAP BETWEEN THE FASTEST AND SLOWEST LOCATION'S MEDIAN TIME TO CLOSE A CLAIM

RocketFast's slowest location today closes claims faster than their best location did in year one. They added two locations along the way, and the gap between their fastest and slowest site still narrowed by 86%. Volume rose while resolution time fell: 369 claims closed in the first six months, 457 in the most recent six.

Before and after WashUp

Aspect	Before WashUp	After WashUp
Damage claims	Filed and tracked differently at every location	One structured record and one status flow across all 14 sites
Claim resolution	Median 17.9 days. Nearly a third still open past 30 days	Median 2.2 days. 74% closed within a week
Claim ownership	No consistent handoff. Claims sat without an owner	Assigned on intake. Median six minutes from report to owner
Location consistency	31.6 day gap between the fastest and slowest site	4.3 day gap. Every site beats the old best
Visibility	"Where does this claim stand" meant calling the location	Real-time status and notifications from any device

See what your wash could look like with WashUp

Built for car washers by car washers. Unlimited users, no contracts, free onboarding.

washup.solutions/demo