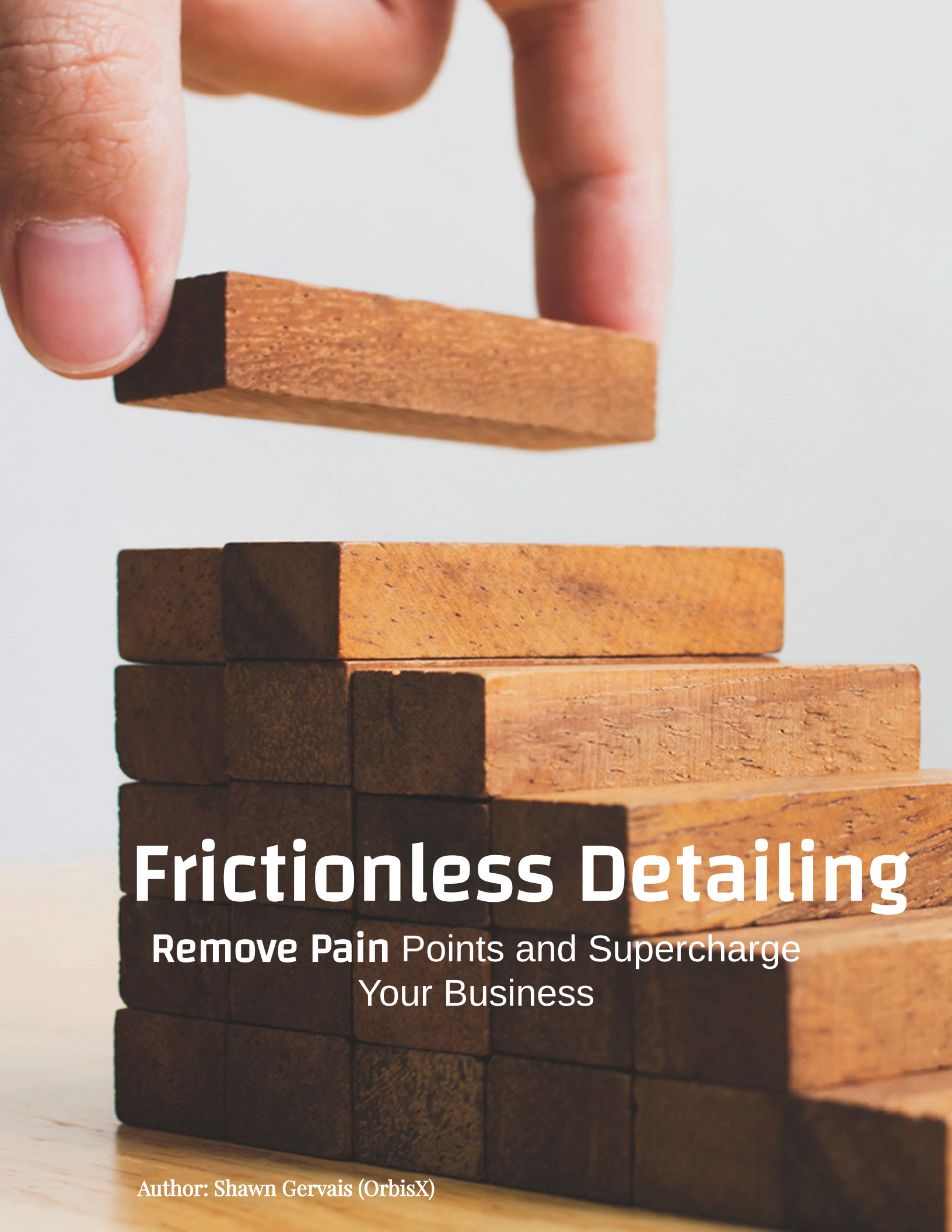


A close-up photograph of a hand placing a wooden block on top of a stack of other wooden blocks. The blocks are light brown with a visible wood grain. The hand is positioned at the top of the frame, with fingers holding the block. The stack of blocks is in the foreground, and the background is a plain, light-colored surface.

Frictionless Detailing

Remove Pain Points and Supercharge
Your Business

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Introduction

Running a successful detailing business isn't just about providing top-notch service—it's about **removing friction** from the customer experience. Friction is anything that makes a customer hesitate, second-guess, or abandon their decision to book with you. The less friction your business has, the easier it is to attract, convert, and retain customers.

In this guide, we'll break down **25 common friction points** in the detailing industry and show you how to fix them. By the end, you'll have a blueprint to streamline your operations, increase customer satisfaction, and ultimately **grow your business**.

1. Charging Deposits

Why it's friction: Customers may hesitate to commit upfront, especially first-time clients who don't trust the business yet.

Solution: Instead of a deposit, implement a cancellation policy with a fee for last-minute cancellations. Alternatively, offer a small discount for prepayment to encourage commitment without forcing a deposit.

2. Passing Credit Card Fees to Customers

Why it's friction: Customers feel nickel-and-dimed when they see extra charges.

Solution: Price services with processing fees included, or offer a cash discount instead of adding a surcharge.

3. Too Many Detailing Packages

Why it's friction: Too many choices overwhelm customers and may cause them to abandon the decision.

Solution: Streamline offerings into 3–4 core packages with clear benefits. Offer add-ons without complicating the primary choices.

4. Not Answering the Phone

Why it's friction: Missed calls mean lost customers.

Solution: Use a call answering service, chatbot, or auto-text responses with booking links when unavailable.

5. Limited Payment Options

Why it's friction: Some customers prefer to use credit cards for the convenience of it and their reward points or digital wallets or financing and won't book if their preferred method isn't available. Additionally not accepting cards and forcing a cash only or transfer app (Venmo, etransfer etc.) only can put up roadblocks and make your business look less established and less professional.

Solution: Accept multiple payment options, including credit cards and/or installment plans for higher ticket items. The convenience is a win win for both of you since you get guaranteed payment, faster payment and you can then store the card on file for future transactions. Absorb the fees. It's a part of business and the price we pay as business owners for the convenience of instant approval of funds. Add it into the pricing structure for your services and packages instead of tacking it onto the bill where the customer can see and cast judgement. Right or wrong, they will usually feel punished for using their payment method.

6. No Online Booking

Why it's friction: Customers don't want to call or wait for a response to schedule an appointment.

Solution: Use an easy-to-navigate online booking system like OrbisX with transparent pricing and availability. Simple forms are best and this is why OrbisX has the ability to setup multiple booking forms (think one per service) and you can then embed each of these on your website under the appropriate pages for a seamless booking experience. I'm a huge fan of upselling and cross-selling. You can use the built-in addons functionality in OrbisX to add additional services on the booking form in the upsells section for each service(s) form versus having one big form with all of your offerings. Less fields, less info = higher conversions and happier customers. The most successful restaurants have simple, condensed menus.

7. Hidden Fees

Why it's friction: Surprise charges cause customers to lose trust.

Solution: Be upfront about pricing and any potential surcharges for heavily soiled vehicles.

8. Long Response Times to Inquiries

Why it's friction: Customers move on to competitors if they don't get a quick response.

Solution: Use automation for instant replies and set expectations for response times.

9. Unclear Service Descriptions

Why it's friction: Customers don't know what they're paying for.

Solution: Provide detailed descriptions with images and comparison charts for each service.

10. No Pricing Listed Online

Why it's friction: Customers don't want to call just to get a quote.

Solution: Display pricing or at least a price range for common services.

11. Lack of Mobile Service Option

Why it's friction: Customers want detailing at home but don't see it as an option.

Solution: Offer mobile detailing or a pickup/drop-off service.

12. Long Wait Times for Drop-Off Services

Why it's friction: Customers don't want to be without their vehicle longer than necessary.

Solution: Provide accurate time estimates and offer a shuttle or loaner vehicle.

13. No Loyalty or Referral Incentives

Why it's friction: Customers have no reason to return or refer others.

Solution: Offer discounts for referrals and loyalty programs for repeat business.

14. Overbooking and Delays

Why it's friction: Late services cause frustration and lost trust.

Solution: Optimize scheduling and include buffer time to prevent running behind.

15. Poor Communication About Appointment Status

Why it's friction: Customers don't like being left in the dark about their vehicle.

Solution: Use automated SMS/email updates for status notifications.

16. No Before-and-After Proof of Work

Why it's friction: Customers may not see the full value of the service.

Solution: Provide before-and-after photos to showcase results.

17. No Clear Differences Between Packages

Why it's friction: Customers struggle to decide which package is best.

Solution: Use visuals and simplified descriptions to highlight key differences.

18. Uncomfortable Waiting Areas

Why it's friction: If customers wait, the environment should be pleasant.

Solution: Upgrade waiting areas with comfortable seating, free Wi-Fi, coffee, and entertainment.

19. Requiring Customers to Wash Their Car First

Why it's friction: Customers expect you to handle everything.

Solution: Include a basic wash in all services or charge a reasonable prep fee.

20. No Follow-Up After a Service

Why it's friction: Customers forget about your business after one visit.

Solution: Automate follow-ups for reviews, thank-yous, and discounts on the next visit.

BONUS: 5 More Ways to Remove Friction

21. No Financing or Payment Plans

Solution: Offer financing for high-end services like ceramic coatings.

22. No Subscription-Based Services

Solution: Create a membership or subscription plan for regular maintenance.

23. Complicated or Slow Checkout Process

Solution: Use tap-to-pay, QR codes, or one-click payments.

24. No Digital Waivers or Consent Forms

Solution: Use e-signature forms instead of paper forms to speed up intake.

25. No Customer History Tracking

Solution: Use a CRM (like OrbisX) to track service history and preferences.

Conclusion

Removing friction is the key to running a **profitable, efficient, and customer-friendly detailing business**. The more seamless your process, the more customers you'll attract and retain. Implementing just a few of these fixes can make a massive difference in your revenue and customer satisfaction.



Start optimizing today and watch your business thrive!

Bonus: How a Business Removed Friction and Skyrocketed Success One of the best examples of frictionless service transformation is Domino's Pizza. 🍕

The Problem (Friction): Back in the 2000s, Domino's was struggling.

Customers complained about slow delivery times, poor online ordering experience, and inconsistent quality. Their biggest challenge? Friction in the ordering process.

The Solution: Domino's completely revamped its system by removing every major pain point:

✅ **One-Click Ordering:** They introduced the Domino's AnyWare feature, allowing customers to order through Twitter, smartwatches, and voice assistants.

✅ **Pizza Tracker:** Customers could see exactly where their order was in real-time, eliminating uncertainty.

✅ **30-Minute Delivery Focus:** They streamlined logistics to ensure faster deliveries.

The Results (Stats to Back It Up):

🚀 **Sales Skyrocketed** – Revenue jumped from \$1.56 billion in 2009 to over \$4 billion in 2021.

📈 **Digital Orders Increased** – Now, over 75% of Domino's orders come from online or mobile platforms.

🔄 **Customer Retention Improved** – Customers kept coming back because ordering was fast, easy, and predictable. Lesson for Auto Detailers: Customers value convenience more than ever. Whether it's making booking easier, offering real-time updates, or simplifying payment, reducing friction directly leads to higher sales and customer loyalty.

💡 **Take Action:** Implement just one friction-removing strategy today—like automated appointment reminders or a loyalty system—and see the difference it makes in your detailing business. 🚀