

BUILT FOR THE FIELD: HOW MISTER CAR WASH KEEPS 550+ LOCATIONS RUNNING THROUGH ONE TRUSTED PLATFORM

Discover how the frontline employee app Mister Connect became the single source of truth for 7,000+ employees.



About Mister Car Wash

Mister Car Wash is one of the largest car wash companies in the United States, with more than 7,000 employees operating in 550+ locations across 21 states.

With over 70% of its team members on the front lines, Mister Car Wash is a people-first, field-facing organization. Despite its national scale, the company prides itself on operating with a startup mindset: agile, performance-driven, and heavily focused on empowering the people closest to the customer.

Operational excellence and hospitality are at the heart of the brand. Every wash, interaction, and shift depends on a strong frontline employee experience — field teams having the clarity, tools, and information they need to run the business well. To keep that standard across 550+ locations, the company partnered with Staffbase to launch Mister Connect, its frontline employee app

“*Before Mister Connect, we had a SharePoint site available to managers and above. It was very limited. We have thousands of employees that are not managers, that are not in offices, and before Mister Connect, we really were limited in how we communicated with them.*”



As the company continued its rapid growth, leadership recognized a critical need: frontline employee communication had to scale just as effectively as operations.

Rosie Cayetano,
Senior Manager of Communications

The challenge: Scaling clarity across 550+ locations

Mister Car Wash runs on speed and precision. Regional and general managers make daily decisions that directly impact throughput, staffing, safety, and customer experience.

But before Mister Connect, the company faced significant frontline communication challenges because information access was fragmented.

- no corporate email
- disconnected systems
- critical updates
- operational reporting processes

Daily business decisions rely on accurate reporting from the field, like store performance data, staffing issues, weather impacts, and equipment maintenance. When access to that critical information slows down, operations do as well. For a company built on excellence, that wasn't sustainable.

Goals:

- one trusted "front door"
- mobile-first access
- real-time information
- clarity
- culture and connection



The solution: Building Mister Connect as a business-critical hub

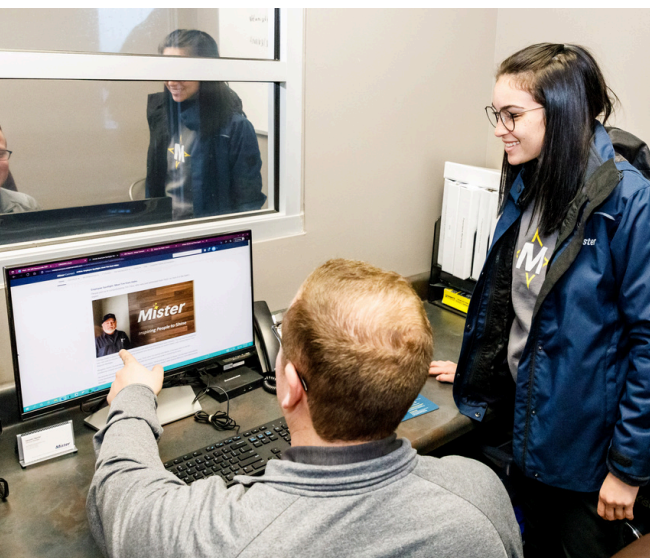
Partnering with Staffbase, Mister Car Wash launched **Mister Connect**, a branded employee communication app that's intentionally designed around how field leaders actually work.

Mister Connect bridges the gap between official corporate messaging and the frontline by prioritizing:

- **Simplicity** – Clear, targeted communication over overload
- **Relevance** – Practical updates that help managers run the business
- **Mobile-first access** – Information and tools available anytime, anywhere
- **Leadership visibility** – Executives actively posting, reading, and engaging

“*We created Mister Connect to represent our team members. That includes our Store Managers, Regional Managers, the Benefits and Compensation Specialist, a Graphic Coordinator, or a Guest Service Specialist. We built Mister Connect to represent all of their stories, to answer all of their questions, and to ensure they feel good about what they do every day.*”

— Rosie Cayetano, Senior Manager of Communications



93%

The result is an impressive **active user rate**, informing and engaging team members who had previously been hard to reach.

Field leaders first

Mister Car Wash intentionally prioritized field leaders in the rollout strategy.

General and regional managers play a pivotal role in operational consistency and team engagement. By giving them ownership of regional and local channels, including publishing weekly updates, Mister Connect drives accountability and relevance.

Content is practical, concise, and directly tied to running the business well. Field leaders:

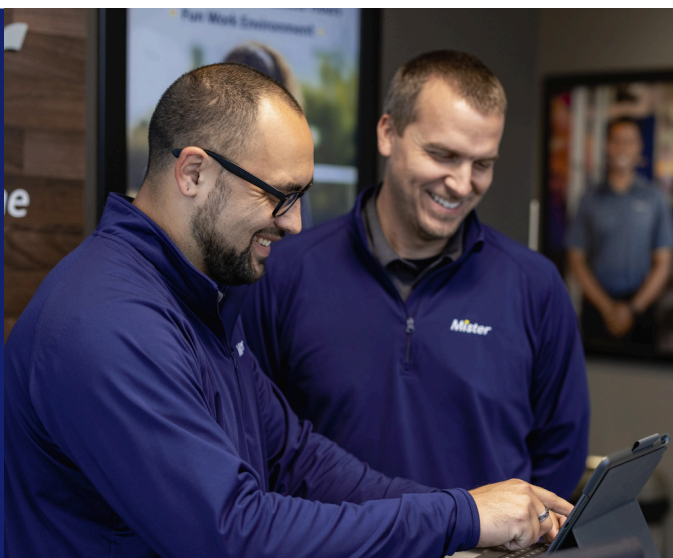
- Publish localized updates
- Share best practices across regions
- Balance operational updates with people stories
- Drive accountability through consistent communication

By giving leaders ownership, Mister Car Wash reinforced a simple principle: operational excellence starts in the field. This balance of practical information and relatable field stories creates engagement that feels natural. When managers are empowered, frontline teams succeed.

“ We have locations that process 1,500+ cars/day. They do not have time to sit in an office on a computer searching through this version or that version. They need what is most current. The idea that we can deliver that to them in a simple tool on their mobile device is phenomenal.”

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**Simplicity built trust.
Trust drove adoption.**
What started as
“just another app”
quickly became a
**daily tool employees
rely on.**



How a frontline employee app drove 93% active users

Within months of deployment, Mister Car Wash saw measurable growth in engagement. Adoption was strong from the start, with 56% weekly active users, supported by a phased rollout and leadership advocacy. Today, they maintain **93% active users**.

But engagement at Mister Car Wash isn't just about metrics. It's also about whether managers can access what they need quickly to serve customers and support teams.

“One of my favorite features in Staffbase is the idea portal. You submit an idea, and other clients rank it. Initially, I thought I was submitting an idea into a black hole, and I'll never see it again. I can't tell you how far from the truth that is. I can say that Staffbase listens. And if it's a great idea – just like Mister Car Wash – it's going to get implemented.”

— Rosie Cayetano, Senior Manager of Communications

Visible leadership builds trusts

Executive participation has been a defining success factor. Leaders regularly post, read, and comment inside Mister Connect. That visibility signals something important: Mister Connect matters.

It reinforces alignment, builds trust, and keeps culture strong, even as the organization scales. When leadership shows up, employees understand the importance of Mister Connect. In a company growing as quickly as Mister Car Wash, visible executive communication ensures culture scales alongside operations.



How Mister Connect reaches employees without corporate email

With thousands of hourly employees and no corporate email accounts, **mobile access was non-negotiable.**

Mister Connect:

- Delivers benefits, access, and acknowledgments on-site
- Provides optional off-site access without pressure
- Ensures compliance while respecting off-the-clock boundaries

Simplicity built trust. Trust drove adoption. What started as “just another app” quickly became a daily tool employees rely on.

Organizational speed at scale

As Mister Car Wash continues to grow, Mister Connect grows with it.

“*At Mister Car Wash, we’re energetic, we’re fast-paced, we’re dynamic. And any technology that we adopt has to be able to scale and grow with us, because we are moving, and we’re moving fast. Staffbase continues to develop new updates and technologies that support that.*”

— Rosie Cayetano, Senior Manager of Communications

Engagement analytics inside Mister Connect give the team clear insight into what resonates and what doesn’t. Content strategy evolves based on what field leaders actually use. Rather than simply pushing more content, the communications team continuously refines its approach:

- Prioritizing relevance over volume
- Testing formats and messaging
- Identifying highly engaged regions
- Understanding what content field leaders return to

This data-driven mindset mirrors the company’s operational philosophy: measure what matters, optimize continuously.



Strategic takeaways

Build for the field first.

Empowering regional and general managers creates organizational speed and consistency.

Replace noise with relevance.

Better communication (not more communication) drives engagement.

Integrate business-critical processes.

When communication supports daily operations, adoption follows.

Make leadership visible.

Executive presence reinforces culture and alignment at scale.

Grow your platform alongside your business.

Scalable technology ensures communication evolves as the organization expands.

Mister Car Wash set out to create a single, trusted place for its people. One that supports operational excellence and keeps field teams connected as the company grows.

With Staffbase powering Mister Connect, they've done exactly that.



Looking ahead: growing with Mister Car Wash

Mister Car Wash isn't standing still, and neither is Mister Connect.

With continued expansion across new markets and locations, the platform is evolving alongside the business. As the company grows, complexity increases: more stores, more leaders, more data, and more opportunity. The focus now is on ensuring that growth never slows down decision-making or dilutes culture.

As the platform matures, **Mister Car Wash is exploring how AI can further empower field leaders.** Instead of searching through posts or files, managers will have an **AI assistant** that delivers immediate, contextual answers, drawn directly from trusted internal content.

“*One of the biggest initiatives that we're really excited about is the use of AI. Essentially, we want to provide an AI companion for our team members. The fact that we're actually going to be able to provide that with Staffbase is so exciting. It will save so much time and energy, not only delivering the information and saving time on search, but making sure they're getting the right information. That's huge for us.*”

— Rosie Cayetano, Senior Manager of Communications

Protecting culture while scaling

Growth can strain culture, especially across 550+ locations. Mister Car Wash is committed to ensuring that employee connection keeps pace with expansion.

Two-way communication will remain central:

- Field leaders sharing what works
- Employees raising questions and providing feedback
- Executives maintaining visible, authentic engagement

As new markets open, Mister Connect ensures every team member, whether in their first week or tenth year, understands what operational excellence looks like and how they contribute to it.

A platform built to scale

Mister Car Wash chose Staffbase as its long-term frontline worker communication platform, not just a point solution. The next phase is about making it smarter, faster, and even more embedded in daily operations.

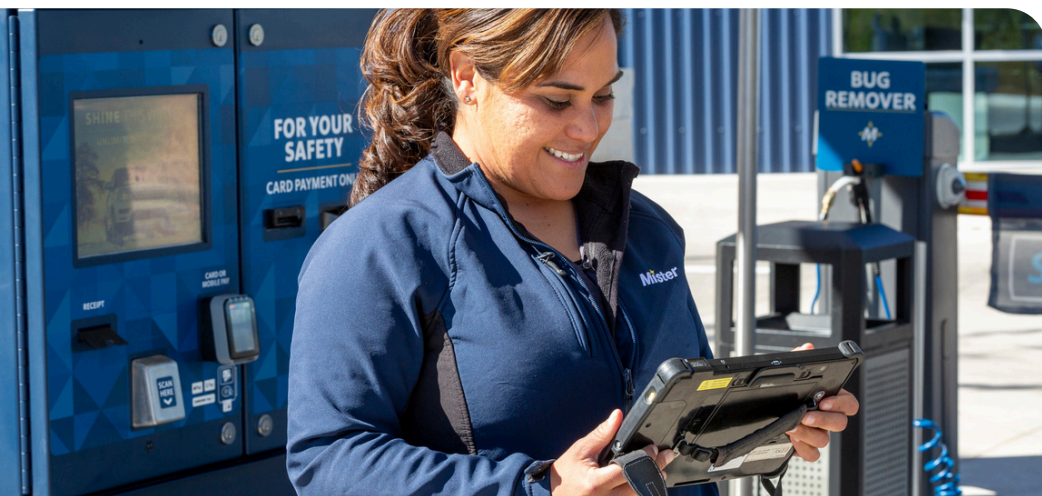
Because at Mister Car Wash, growth isn't just about adding locations. It's about strengthening the people who power them, and ensuring operational excellence scales right alongside the business.

Summary

Staffbase helps enterprise companies communicate effectively with deskless workforces at scale. In the case of Mister Car Wash, the platform became a single source of truth for more than 7,000 employees across 550+ locations. It enabled mobile-first access to critical information, replacing fragmented tools and reducing reliance on verbal communication.

As a result, Mister Car Wash achieved 93% active usage and strong early adoption, with 56% weekly active users after rollout. Staffbase improved operational clarity, strengthened leadership visibility, and ensured frontline teams could access the information they needed to run the business efficiently.

Overall, the platform supports both daily operations and long-term scalability, helping fast-growing, field-based organizations maintain alignment, engagement, and performance.

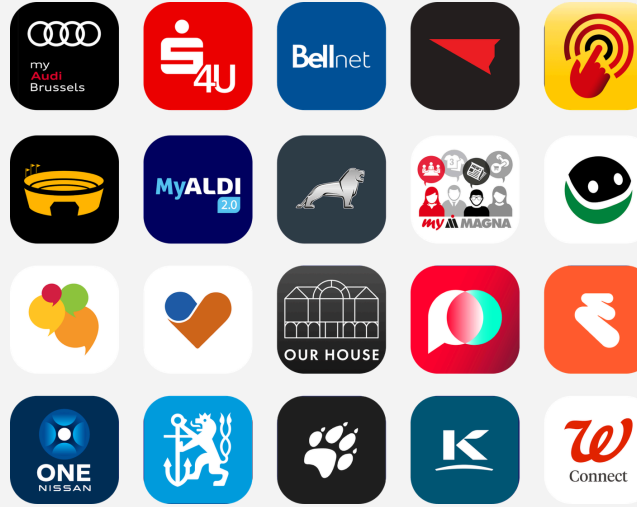
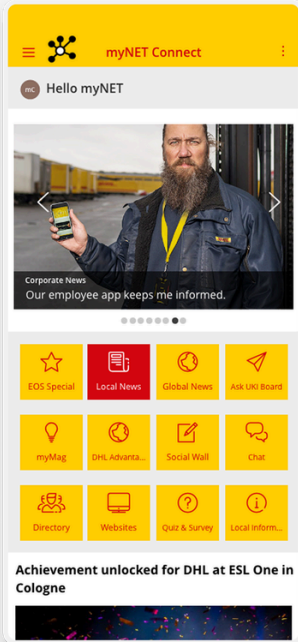
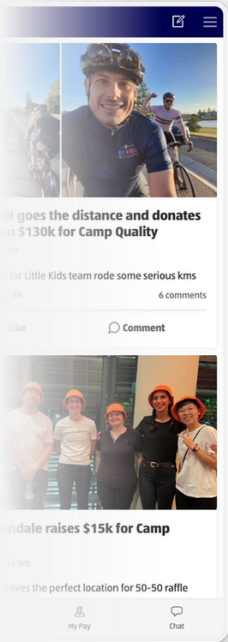




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