WHITEPAPER

THE ANSWER IN THE AGE OF AUTOMATION

Parker Technology

Automation

A Complex Solution

In the past decade, parking has increasingly been dominated by automation. Parking owners have been installing advanced PARCS, parking guidance, LPR, mobile apps, and other technologies, both to enhance the efficiency of their operations and to improve the parking experience.

One of the biggest benefits of this trend is that automation permits parking owners and operators to drastically reduce their operational costs, particularly those related to staffing, or it allows them to reallocate staff to perform other essential functions.

Not only does this provide scheduling flexibility, but it also helps mitigate the uncertainty that inevitably results from people getting sick, going on vacation, or moving on to other jobs. Additionally, it minimizes staff/patron interaction, which in some ways can make the parking process more seamless.

Automation also permits operators to manage multiple parking facilities from a single location, whether from an office, from home or even while on vacation, which is ultimately more efficient all around. For instance, parking managers can use their mobile devices to view garage and lot occupancy, oversee revenue performance, and manage any operational issues.

Now, not only is this shift towards automation good news for parking owners and operators, but parking patrons benefit as well. The infusion of technology has succeeded in making the parking experience simpler and much more convenient. It's delivered the ability to find, reserve and pay for parking in a multitude of ways, many available in the palm of someone's hand.

Indispensable Technology

Automation is the present (and future) of parking, but it doesn't come without challenges and hazards. The most obvious of these comes into play when drivers have trouble entering, paying or exiting a garage or lot. Having someone walk them through the process can lead to less frustration and a positive parking customer experience.

As reliable as modern parking equipment is, transactions don't always go as planned. Whether problems arise because of user error or an issue with the technology itself, a customer service representative can solve the problem and quickly get drivers on their way.

User error is a common issue. Many people have trouble operating technology in general, and parking technology is no exception. Unfamiliar PARCS equipment, mobile apps or unclear signage can be confusing for some drivers to navigate.

That's why Parker Technology's customer experience software solution is an essential part of any automated parking system.

> **We are in the parking business, but we are really in the customer service business. The point of automating parking operations is to make it easier and more convenient for students, faculty, staff, and visitors to use our parking facilities. Parker's customer service platform allows drivers to speak directly with a trained customer service representative who can solve any problems they may be experiencing when they are trying to enter or leave the facility, or when they are trying to pay.**
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> **Our revenue has gone up 23% from automating our parking facilities, and Parker Technology is a vital part of that automation. Parker makes our operation more efficient and customer-friendly.**
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> **Now, parkers are able to get in and out of our parking facilities quickly and conveniently, in a fraction of the time that it took before we automated our facilities.**
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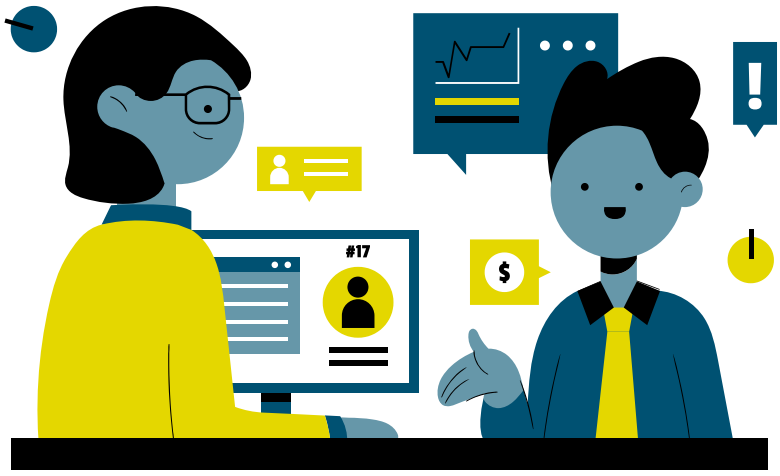
> - Director of Parking & Transportation at University of Texas Health San Antonio



When our software is in place, it can provide a direct real-time connection, via two-way video or audio-only, to a trained customer service professional. Because of the robust workflow management data housed in our software platform, the customer service rep can help walk a driver through a successful payment process and, if necessary, vend the gate if the issue can't be resolved. Whether it's a matter of the equipment not functioning as it's supposed to, or simple user error, the customer service rep can resolve the issue quickly and efficiently.

As an operator, I'm always asking "How can we maximize revenues for our clients?" Working with Parker Technology is one answer. I want my managers running their facilities, not tracking down a $10 transaction. Parker takes care of that transaction for me.

Parker is our eyes and ears in a lot of cases. As we grow, it's not a realistic expectation that staff can manage every issue that arises at the gate. Being able to utilize Parker to solve problems frees up staff to focus on managing their facilities.

We are heavily focused on maximizing revenues for our clients, and Parker Technology is a great tool for doing that. Your revenue will actually go up just from using Parker.

- Evan Adams, Director of Operations at Peak Parking

Flexible Options

There are several ways that parking owners and operators can use Parker Technology's customer experience software solution. Most commonly, owners and operators contract with us to provide direct customer service. We work with existing or new intercoms, PARCS equipment and business processes to implement our cloud-based customer service and software solution.

Parker-provided customer service is extremely cost-effective, and reduces the risk of having to vend the gate without collecting parking fees, so in the end, most owners and operators find partnering with us to be a great investment that improves the bottom line.

24/7 Software Solution

Hybrid Software Solution

SAAS Licensing Solution

Every operator wants to provide a great customer experience. You want to have everything set so customers can drive in and out and it's super easy. Parker Technology is a big part of that equation of having the experience be super easy.

Even in the best systems, there are going to be issues. Customer service matters. Parker takes care of my parkers and makes life easier for me. And the more facilities you operate, the more important Parker is.

Plus, as parking operators, we have an obligation to verify every gate-open to account for revenue and to know what's going wrong. Parker allows us to verify gate-opens, and being able to close that loop can save us thousands of dollars a year. The bottom line is that you collect more revenue when you aren't just opening the gate.

- Andrew Sachs, President at Gateway Parking Services

Some owners and operators choose to use only our software to manage the process, with calls being handled by their own staff. This approach permits employees of the operator to manage the customer service process with guidance from our industry-leading platform.

Finally, owners and operators can opt for a "hybrid" approach through which operator staff manage customer service during normal business hours, and when those employees go home (for the night or over the weekend for instance), they can transfer customer service calls to our trained staff. This approach allows operators to rely on existing staff to provide customer service and use us when staff isn't available.

Whichever approach best meets an owner or operator's needs, we're ready to help provide the best customer experience possible.

Contact Us for More Information

At the end of the day, if you're managing inbound intercom and customer service calls yourself, just know that there's a better way. We're the experts – let us take it from here.

DRIVING A BETTER PARKING EXPERIENCE.

Parker Technology

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