



brandywine
REALTY TRUST

The Proactive Partner: How Parker Technology Helps Brandywine Stay Ahead of Parking Exceptions

CASE STUDY

AT A GLANCE

Parker Technology helps Brandywine Realty Trust deliver a seamless parking experience across all its properties through precise communication, data-driven operations, and a commitment to customer experience. Jim Riggio, Parking Operations Manager at Brandywine Realty Trust, shares the parking operations updates Brandywine achieved in their partnership with Parker Technology.

THE CHALLENGE

Brandywine Realty Trust sought to improve their growing parking demands and infrastructure to handle them.

LOCATION:

Philadelphia, PA

INDUSTRY:

Real Estate

THE SOLUTION

Implementing Parker Technology's hybrid customer support with tailored service at every location.

PRODUCT USED:

Hybrid Solution



<10 SECONDS

AVERAGE WAIT
TIME



< 90 SECONDS

AVERAGE CALL
HANDLE TIME

OVERVIEW

Brandywine Realty Trust is a Philadelphia-based, full-service real estate investment, development, and management company. They feature a portfolio of premier office and mixed-use properties across the country. Jim Riggio, Parking Operations Manager at Brandywine Realty Trust, oversees 11 parking locations, a portfolio that has grown significantly since he first joined Brandywine.

For Brandywine, parking is an extension of the property experience. Whether someone is arriving for work, visiting a tenant, attending an appointment, or stopping by for a short-term stay, the parking operation shapes the first and last impression of the property.

A guest stuck behind a gate or a failed payment can quickly become more than a small inconvenience. Every unresolved exception brings the potential to impact tenant satisfaction, overall guest experience, and revenue capture.

Brandywine serves a wide mix of parkers, including office tenants, residents, short and long-term guests, hospital visitors, and more. Each group and location come with a different set of rules, rate structures, and expectations.

When Brandywine brought its parking operations in-house in 2020, Riggio needed a support solution that could handle the complexity at scale, without all exception calls going to his phone at 3 AM.



THE CHALLENGE



Challenge 1: Around-the-Clock Calls with No Infrastructure to Handle Them

Before Parker Technology, Brandywine's third-party parking model relied on 24/7 on-site staff at every location. When those staff members weren't available, intercom calls went straight to Riggio's personal cell phone.

At just one 200-space location, Riggio was fielding 3-4 calls a day outside business hours. The problem was especially prominent at one location situated close to a bar district, where a significant portion of calls came between 10 PM and 3 AM on weekends.

Scaling to 11 locations without a solution would have meant an unmanageable volume of after-hours interruptions.



THE CHALLENGE



Challenge 2: Bringing Operations In-House Required New Infrastructure

In 2020, during the pandemic when garages were largely empty, Brandywine brought parking in-house and installed FLASH parking equipment across all locations, a move that also required a rethinking of how customer service should be handled.

“I remember when we first got FLASH at a surface lot,” Riggio recalled. “Someone hit ‘Help’, they went to me at 3 a.m... And it was just a nightmare. They were just coming directly to my cell phone. At all hours of the day, I’d be getting calls.”

With new equipment and moving towards automation, customers would be interacting with technology rather than on-site staff. This created an opportunity for a support system when exceptions arise.



Challenge 3: Diverse Parker Types and Complex Rules

Brandywine’s parking portfolio serves nearly every category of motorist - transient parkers, monthly parkers, tenants - each governed by different access rules and payment structures. Managing the complexity of different parkers and different locations required a partner that did more than just answering the call.

THE SOLUTION: ONE PARTNER WITH TAILORED SERVICE ACROSS EVERY LOCATION

Brandywine partnered with Parker Technology initially at a single location, which quickly expanded as the value became clear. As Riggio put it, “We started with one location, and grew our partnership with Parker from there.”

Today, Parker Technology provides 24/7 support across Brandywine’s FLASH-equipped locations, with CSRs trained on the specific business rules for each facility.

That tailored support is also fast. Across 15,000+ calls handled across Brandywine’s portfolio over the past year; the average call wait time was under 10 seconds. The largest share of those calls had a wait time of just 3 seconds, highlighting the speed and consistency of Parker Technology’s response times.

The relationship with Parker Technology also extends beyond the screen. Riggio now participates in regular client success reviews, using call data and trends to make operational improvements.

“We started with one location, and grew our partnership with Parker from there.”



- Jim Riggio, Parking Operations Manager at Brandywine Realty Trust

THE RESULTS

Since integrating Parker Technology, Brandywine has reaped both operational and experiential benefits:



90 SECONDS

AVG CALL
HANDLE TIME



10 SECONDS

AVG QUEUE
TIME



34%

OF CALLS ARE
REVENUE GENERATING

DATA COLLECTED IN 2025

“If I’ve ever had any issues with how calls were handled, it always got taken care of really fast.

- Jim Riggio, Parking Operations Manager at Brandywine Realty Trust

PEACE OF MIND AT SCALE

The most immediate impact was reclaiming Riggio's time. Calls that once rang his personal cell phone at all hours are now handled by Parker Technology's trained CSRs.

Handled quickly, the average resolution time came in under 90 seconds for the previous year, with the highest volume of calls resolved in under 60 seconds. For Brandywine, that means fewer escalations and interruptions, and a smoother experience for customers onsite.

DATA-DRIVEN OPERATIONS

Parker Technology's reporting has become a key operational tool for Riggio. By monitoring call reports and reviewing data regularly, Jim has been able to identify and resolve equipment issues that would otherwise go undetected.



A PARTNERSHIP BUILT ON TRUST

For Riggio, what sets Parker Technology apart is the team behind the technology and the responsiveness they bring to every interaction.

“If I’ve ever had any issues with how calls were handled, it always got taken care of really fast.”

Parker Technology brings over 13 million calls of experience to each client interaction. Backing each facility is a quality assurance team, who safeguards every customer interaction to ensure accuracy, consistency, and trust.

Through trend analysis and early issue detection, the QA team identifies small risks before they become larger problems; helping to prevent disruptions, protect brand reputation and support smoother operations across every facility.

Today, Parker Technology provides 24/7 support across Brandywine’s FLASH-equipped locations, with CSRs trained on the specific business rules for each facility.



[Parker Technology] is very aware of what’s going on, and sometimes there are trends that you’ve noticed before even I have.”

- Jim Riggio, Parking Operations Manager at Brandywine Realty Trust

CONTINUOUS IMPROVEMENT THROUGH MONTHLY REVIEWS

Since beginning regular client success reviews with Parker Technology, Riggio has used the cadence to fine-tune Brandywine's business rules across all locations, allowing Riggio to identify where rules are working, where they're creating friction, and where adjustments can be made to improve the customer experience.

At Parker Technology, every client receives personalized onboarding led by a dedicated Implementation Specialist who configures the platform to match a facility's unique business rules.

Clients also gain full transparency through the Client Portal, with access to reports, call data and recordings. With ongoing support that goes well beyond "go live", Parker Technology remains an active partner, committed to improvement.



ACCESSIBILITY AND TRUST

For Brandywine Realty Trust, parking is just one piece of a complex real estate operation. As their portfolio has grown, so has the need for a support solution that's as reliable and professional at Brandywine's properties themselves.

By partnering with Parker Technology, Brandywine has eliminated unmanaged after-hours calls and built a data-driven approach to continuous improvement. More importantly, they have found a partner who understands that parking operations are more about answering calls. They are about handling exceptions while protecting revenue and maintaining a premier customer experience.

That value is clear in the data: across 4,500+ revenue-related calls Parker Technology handled across Brandywine's portfolio from May 2025 to April 2026, an estimated \$99,000 in revenue was protected or generated. That's about \$21 per revenue-related call.

Parker Technology is more than a support expense. It is a revenue protection partner, helping prevent leakage at the moments when exceptions occur. What was once a source of after-hours disruptions and missed revenue opportunity is now a scalable support system Brandywine can rely on across its portfolio.





Driving a better parking experience.

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