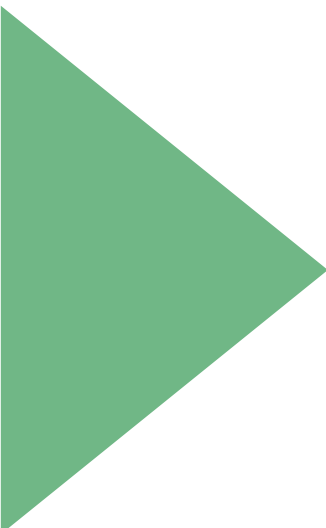




Level Up Your Car Park

*How to Upgrade Your Car Park
From Hassle & Liability to
Asset & Profitability*



WHAT'S INSIDE

- INTRODUCTION 3**
- HEADACHES THAT MAKE YOUR CAR PARK A HASSLE & LIABILITY 4**
- HOW TO TURN YOUR CAR PARK INTO A PROFITABLE ASSET 5**
 - IMPROVE THE CUSTOMER EXPERIENCE 5
 - LEVERAGE TECHNOLOGY FOR REVENUE GENERATION..... 5
- READY TO UPGRADE YOUR CAR PARK? START WITH BEACON. 6**
 - WHERE CAN YOU USE THE BEACON BOOKING PLATFORM? 6
- DISCUSS YOUR CAR PARK NEEDS AND DEVELOP A SMARTER SOLUTION TODAY 7**



INTRODUCTION

As traffic congestion and inadequate parking availability increase, so does the demand for car parking technology. A seamless, efficient car park experience with an integrated and sophisticated design can please everyone from customers and staff, to car park managers and owners. But, what's most important is not just to have a car park with fancy technology that looks great on paper, but to have one that is fully functional, facilitates parking, and has the opportunity to deliver a healthy ROI.

In this ebook, we'll discuss the current headaches and challenges that are making a traditional car park a liability and introduce opportunities for turning an antiquated approach into a profitable asset. Moreover, we'll also provide a great recommendation for a car park technology platform to implement that'll help achieve customer satisfaction, while also keeping you competitive in the market.

Read on to learn how to attract and retain customers and generate revenue by upgrading your car park technology with a smart, integrated solution.

HEADACHES THAT MAKE YOUR CAR PARK A HASSLE & LIABILITY

You may already be experiencing headaches and challenges with your car park. Truth be told, if you're experiencing the [following situations](#), then your car park is indeed a liability and money pit, and there are opportunities for improvement.

- There is never enough space for everyone (your staff, visitors, guests, students, customers, etc) and you are constantly hearing complaints. You've started to contract with buildings and car parks nearby for overflow parking, which only serves as another expense.
- There are no options to enable advanced reservations. Frequent guests, staff, residents, and your VIPs should have the option to reserve spaces in advance. Moreover, this shouldn't have to be done with a clipboard, and instead done electronically, updated in real time.
- There is no integration with security to identify vehicle owners on site. You've been having problems with vehicle break-ins, car abandonments, illegal parking, and vehicles in reserved spots. You should be able to have a better reporting system using your car park to help reduce these incidents.
- There's no easy way to report or track car park information. You only know the peak times for traffic from asking your security or parking attendants, but it would be great if you could run a report that provides the daily peak times automatically.
- There are no opportunities for revenue generation. You currently have to manually change the car park rate for events and holidays. There are also no process in place for advertising.
- You've heard time and time again that it would be great if your customers knew how many spots are available and where they are located before driving the entire car park. Giving your customers proper electronic signage in real time would improve the user experience tremendously.

“A BPA study of 2,000 drivers found 44% consider parking a stressful experience; we spend an average of four days a year looking for spaces to park.”
- British Parking Association

HOW TO TURN YOUR CAR PARK INTO A PROFITABLE ASSET



Improve the customer experience.

What customers want more than anything is to be able to park faster and easier. Here are a few different solutions to help improve the customer experience:

- Install a guidance system that displays available spaces using an overhead indicator lighting system.
- Provide proper signage to indicate whether there are available spaces in the car park. This is ideal for multi-level parking, and would reduce customer headaches having to circle the car park.
- Make it easy to pay at a fee-based car park. Parking machines should include short and easy-to-follow instructions, so customers can pay hassle-free.
- Implement advanced reservations online. With a big game or concert coming up, your customers don't want to have to worry about finding available parking close to the stadium or arena. Offer parking reservations online with a payment feature, so it's one less thing the customer has to worry about. Customers are often willing to pay a fraction more for online reservations if it means it'll save them time and hassle to park.
- Consider a car finder add-on so your customers never have to roam the car park looking for their vehicle.

Happy customers are repeat customers and your best source for advertising using reviews and testimonials of your car park.



Leverage technology for revenue generation.

Did you know you can also take advantage of opportunities for growth and profitability just by using technology? Here are some ways you can leverage technology to maximize ROI:

- Set automatic rates for events, holidays, after hours, and weekends instead of having to change out a sign when the clock strikes.
- Improve short-term parking space compliance with license plate recognition. Never lose profits over customers that ignore time limits.
- Implement cashless, pay by foot stations, so there's no hold up at the exit of the car park.
- Explore VIP or Valet features for more convenience for frequent customers and added revenue for your business.
- Use technology as a platform for advertising nearby businesses. Local businesses could place ads on your car park app, website, or parking machine, or you could take commission for referring customers to your partner businesses.

READY TO UPGRADE YOUR CAR PARK? START WITH BEACON.

Beacon’s car parking booking platform has been designed to adapt to any scenario where someone must travel and park. Whether you need a solution for residential and permit parking, private parking at a corporate office, or pay and display parking at a stadium or arena, Beacon’s booking platform can turn your car park into a profitable asset, achieving customer satisfaction, while also giving you a competitive edge.

Here are just some of [Beacon’s car parking features and benefits](#):

For the customer:

- Reserve spaces online and in advance
- Purchase permit parking
- Charge electric vehicles
- Navigate to spaces easily
- Pay at hassle-free pay stations with “pay by plate” or “pay by space” technology
- Connect to free WI-FI
- Identify space availability and locations
- Access to assisted disabled parking bays
- Easily find vehicles upon return
- Multi-step authentication for VIPs, guests, players, or staff

For the owner and car park manager:

- Notifications when customers arrive/exit the car park
- 24-hour access to real-time reporting and vehicle tracking
- Improve safety and security with license plate recognition features
- Geo-fence advertising opportunities with nearby businesses
- Lower operating expenses with lesser need for parking attendants
- Increase ROI using key strategies that optimize car park usage
- Improve customer retention through user experience
- Beat competition with upgraded technology

Where can you use the Beacon booking platform?

You can apply Beacon’s smart and integrated parking solutions to any type of car park including: free to park, pay and display, residential and permit parking, surface and multi-story, entry barrier or no barrier, staff parking, private parking, and reservation only. Find these car parks at the following locations:

Hospitals	Retail	Airports	Medical centers	Hotels
Corporate offices	Bus and rail car parks	Mixed tenant car parks	University and college	Stadiums and arenas



DISCUSS YOUR CAR PARK NEEDS WITH US AND DEVELOP A SMARTER SOLUTION TODAY

If you are a car park owner, director, manager, or controller, you have an opportunity to create a seamless and efficient experience with option to generate revenue. Consider Beacon's Visitor Express and Parking Technology to keep up with the car park demand and receive benefits that everyone will enjoy, from your customers to your parking management.

Beacon Parking Services Ltd (BPS) provides full car park management services, from initial site survey to proposal, implementation and management services, and the sale and maintenance of parking technologies. Whatever you need, big or small, BPS can meet and deliver the perfect solution.

Contact us to discuss your car park needs.



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