



Revenue generation begins in your car park

In a fast-moving sector, every opportunity for your business to enhance efficiency and improve your customer experience is key. Your car park is an asset that cannot afford to be overlooked. A part of your business that, if treated right, can help boost revenue and transform your operations.

We're Parkingeye

Established in 2004, Parkingeye has grown from a pioneering business into one of the UK's market-leading car park management operators, with almost 4,000 sites on its roster.

We supply our customers with effective and reliable solutions, including ANPR monitoring, enforcement, permit management, virtualised payment platforms, site performance boosters, EV charging, bay enforcement, loyalty apps and data analysis.

We tailor our solutions to each car park, ensuring that whatever we put in place is appropriate for the site, maximising its effectiveness and commercial impact.

97%
Client Retention

We have a 97% customer retention rate and look after solutions for some of the most complex car parks in the country, including 3 of Britain's top 6 supermarkets, some of the world's largest hotel chains, thousands of retailers, property management giants, NHS Trusts, and some of the country's most prestigious universities.



Experts in your sector

We work with businesses across every sector, including many fast-food franchises.

These sites have a particular set of demands placed on their parking. Successful car park management relies on a deep understanding of a sector, allowing your provider to put the solutions in place that solve common parking headaches and help your car park thrive.

Space turnover

The more customers that visit your restaurant, the better your revenue. This means creating a parking environment that enables more people to travel through your site efficiently. Increasing your space turnover can boost footfall and the number of people you can serve. We're able to boost space turnover, increasing the capacity of your car park by enabling more cars to move through it. In a retail setting, this can have a huge lift on footfall and ultimately, revenue.

Car park abuse

Problems in your car park can have a serious impact on your business. From limiting space for legitimate customers to park to deterring them from visiting altogether. Abuse on your site can have a detrimental effect on your operations, this is why you need to not only be able to identify where those problems are occurring but how to eliminate them. We're able to assess and diagnose your parking headaches before putting in solutions that can help to do away with abuse quickly.

Customer experience

Your customers are everything. Without them you don't have a business. Your car park is an opportunity to make a strong impression on anyone visiting your site, the right solutions can increase footfall, boost efficiency, and provide new services that help to attract new customers and generate repeat visits. Our solutions enable this, by boosting efficiency, eliminating abuse, and adapting to changing customer needs, we're able to make the experience of parking on your site, a pleasant one.

Reliable solutions

Having the means to manage your car park is pointless if it doesn't work. Your solutions need to be dependable, especially for businesses that can run 24 hours a day. Our ANPR systems feature remote diagnostics and repairs, allowing us to adjust systems to ensure they work at their absolute best and even repair problems remotely before you even notice there is an issue. This can provide you with extra peace of mind safe in the knowledge that your car park management is actively protecting your business.

“Parkingeye takes away a lot of the timewasting you will spend with other car park competitors”

 **SUBWAY**

Adam May, Subway Franchisee

We can lift space turnover and revenue

We understand that space turnover on a car park is crucial in a fast-moving retail environment. Our solutions help sites to transform their car parks, becoming more efficient and allowing a site to serve more customers.

Increasing space turnover can provide a sizeable lift to revenue and footfall on a site. For example, we've previously seen 2.5x the average space turnover on some of our car parks – more than doubling the potential value of each space!

2.5x the space turnover means:

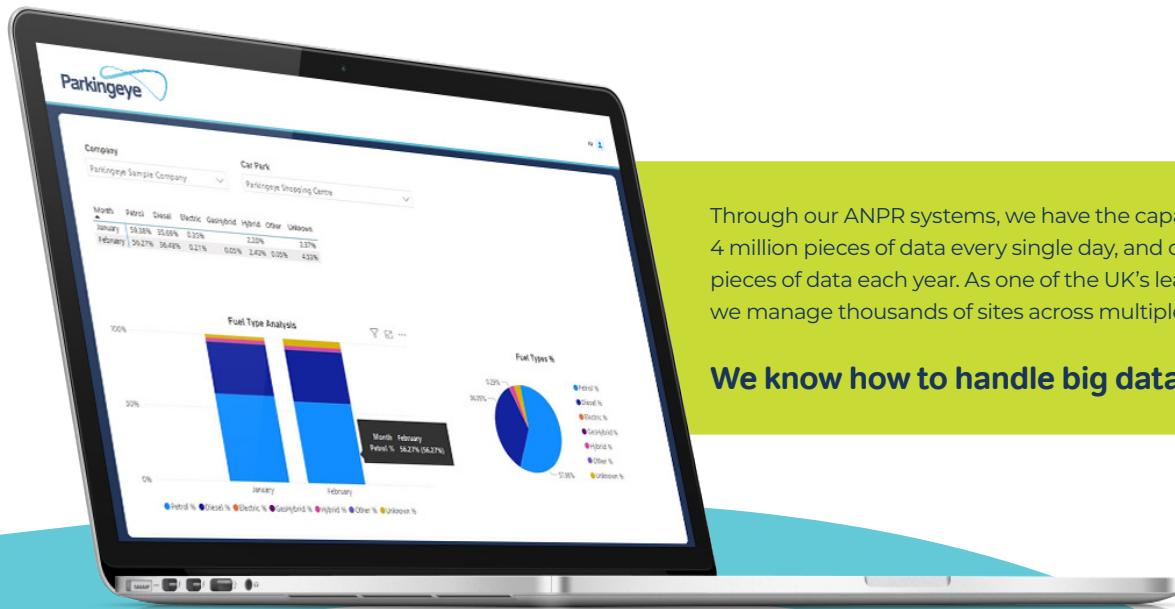


“A large part of my role as Operations Supervisor is managing people. We urgently needed an estate-wide car park solution which meant I didn’t also have to manage parking, enabling me to focus on my core responsibilities, i.e.- our people and our profitability.”

Chris Kennedy, operations Supervisor, South Coast Foods.

Support your franchisees with powerful data

 Data permeates so much of the world around us.



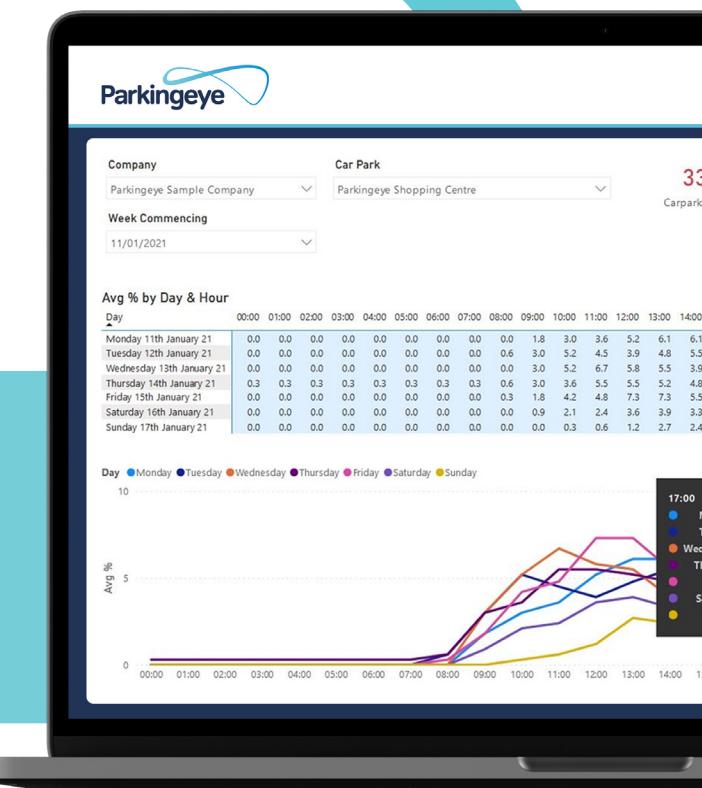
Through our ANPR systems, we have the capacity to process 4 million pieces of data every single day, and over 1.5 billion pieces of data each year. As one of the UK's leading operators, we manage thousands of sites across multiple sectors.

We know how to handle big data.

Data, when used properly, can be leveraged to offer a real tactical advantage to a business. Your car park is such a rich source of information, and you might not even realise it. This is where many of your customers start their interaction with your business - not when they walk through the door, but when they park up outside.

The information that can be gained from a car park can be transformational - guiding decisions, identifying problems, and helping steer businesses in the right direction, which is why we've developed a new data element for our client portal.

Our client portal comes as standard for all customers and provides a clear view and means to control your site, including managing cancellations and accessing other key information that relates to your parking estate. Our new 'insight suite' unlocks contains operational and behavioural reports to help inform your decision-making process. We want to empower businesses through understanding the data and insight that can be derived from their parking. This allows you to identify new opportunities for growth, track franchise performance, drive greater operational efficiency and improve user experience.



Did you know?

From every PCN that is issued on a McDonald's site

£10 is donated

to Ronald McDonald House

Support your sites every step of the way

In a fast-moving setting you need to know that your suppliers and partners can react and support your business whenever you need it. We provide dedicated support and account management, alongside 24/7 maintenance and uptime on our equipment to provide franchisees with peace of mind.

Your Journey

Your journey from meeting with us to your site going live is straightforward, as you can see from the diagram below:



1 Designing your solution

We take all the findings from our initial meetings and assessments and create a tailored solution that meets all your requirements.



4 Pre-Installation Survey

Our onboarding team will get in touch, organising a site visit to ensure a safe and smooth installation.

3 Contracts signed

If you're happy to move ahead, once the contract is signed, we can start to organise your installation.

2 Your proposal

We'll then present your proposed bespoke solution and discuss your contract.

5 Installing your solution

It's time to put your solution in place. We'll get in contact to go through the timings and the process for the day, as well as letting you know what equipment is being delivered to your site.

6 System goes live

Once we've installed your system successfully, your solution can officially go live. At this point, you'll be introduced to your dedicated account manager who'll take care of you from here on.

7 3-month review

Your account manager is always contactable; however, we'll conduct regular account reviews to make sure you're happy with your system and it is delivering the results you need.

“Parkingeye have been down-to-earth, realistic, helpful, and understanding. They take pride in their work and cater to our bespoke needs when appropriate.”

Did you know?

By 2030 there is going

to be an estimated

9 million

more electric vehicles
on the roads.

Provide access to innovative solutions and services

The way people travel is constantly changing, and car parks need to evolve to make sure they are always catering to changing customer requirements.

At ParkinEye we have a dedicated product development team, headed up by our Chief Product Officer who constantly monitor trends and developments within the parking landscape. This allows us to adapt to changing motorist and car park needs, creating innovative solutions and ways of working that help our client's sites not only meet but exceed expectations.

One major change to car parks across the UK is the rise of EV charging. Building an EV infrastructure represents a major shift in how the public travel, and a huge opportunity for businesses to turn new parking management offerings to their advantage.



Our Evology EV chargers are a perfect way to include EV charging on your car park and utilise in-built ANPR cameras to ensure that your charging bays are protected.



One parking partner. Infinite possibilities.

To transform the way you approach parking, get in touch.

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