

# Unlock data insight

**Powered by Parkingeye's leading ANPR technology, ParkIQ software gives you and your business complete control of your car park through intuitive, real-time analytics.**

The easy-to-use platform is presented in a series of dashboards and is accessible via all standard web browsers, meaning crucial data about your site is always at your fingertips. The powerful data platform helps businesses with day-to-day reporting and provides insight into the best solutions to drive revenue generation.

Powered by **Parkingeye**

# Introducing ParkIQ analytics software

**ParkIQ is our new data and insight platform, a customisable and user-friendly, multi-tier approach to data. It allows businesses to see and interact with the data they need and use it to reinforce their decision making.**

We generate a huge amount of data through ANPR. ParkIQ puts the power of that data at your fingertips, helping you to glean important performance and behavioural insights from your car park in a format that can be completely tailored to your business.

To leverage the power of your data properly you need access to the most pertinent information, in ways that is going to be of the most benefit to your business.

ParkIQ provides your business with access to information and reports that can help you understand how your car park is being used, how it's performing and what opportunities exist to expand services and improve.

**Through ParkIQ you can access up to 5 years of data relating to:**



This information can all be used to create custom reporting, letting you see exactly what you need from your car park. You can even interrogate data looking more in-depth criteria, such as taking into account what the weather was like on a given day. The system will also allow you to favourite report types and even suggest other reports that could be beneficial based on your business sector and industry.

These reports can be provided or generated through a powerful [data search](#) function.



**Accessing masses of data is useless unless you know what you're going to do with it. This is why we've split ParkIQ into tiers to help your business access the level of insight that's going to be the most impactful, without the need to invest in elements of the platform that you won't benefit from.**

# Powerful Reports

Your data can help you unlock a deeper understanding of not only your car park, but your business.

## Visitor Data

A full car park is a fantastic sign, isn't it? That all depends on whether the usage of your parking correlates to visitors and revenue.

Your visitor data can help you understand how your car park is being used. If your car park is full when your transactions are low, and the store is quiet, you might be looking at a serious parking abuse issue.

The data also enables you to identify peaks and troughs in the type of visitor to your site. If you're seeing permit holders or members mainly using your site on set days of the week (as a gym or health club for example), you could then begin exploring opportunities to encourage visitors on the quieter days.

This could mean providing deals and incentives such as free classes, bringing in new customers at quieter times or enticing members to your site more often.



**Reduce abuse**



**Generate Revenue**



**Offer incentives**



**Increase turnover**

## Weekly Variance

No two weeks in any business are the same. School holidays, product launches and events all have an impact on how busy a parking site is, which will ultimately affect revenue.

Our weekly variance tracking allows you to see how usage on your site compares from one week to the next and, once that data is in place, as a year-to-date figure.

This enables you to track the performance of a site over time, identifying seasonal peaks and troughs. This can be a fantastic way of charting business growth as you see the usage of your site increase over time. This can also help you generate seasonal forecasts, identifying your busiest trading periods and allowing your business to plan and prepare for them effectively.

For example, this could be a retail outlet understanding when they can usually expect an influx of extra customers and adjusting employee rotas to ensure customers are catered for.

Or an attraction, pinpointing the peaks in their visitors in relation to school holidays.

## Fuel Analysis

How much do you know about the vehicles your customers use?

You might be wondering why this matters, but the types of vehicles on British roads are changing. Fuel analysis data can help your business understand the types of vehicles being parked on your site. An increase in the use of electric vehicles can be worth acknowledging for several reasons.

Firstly, it creates a potential opportunity for you to cater to your customers by providing electric vehicle charging points on your site.

Secondly, this helps you understand your audience and infers how strongly green credentials and environmental issues matter to them. This could inform other decisions within your business, such as increasing the use of recyclable materials or looking at sustainable options which could be shared with customers, reiterating your commitment to caring for the environment and better aligning with their interests.

This doesn't necessarily have to happen overnight. The data allows you to chart the changes in fuel types over the previous three months, so you can track changing requirements and plan for any behavioural shifts accordingly.

Thinking about EV? Fuel Analysis is the fastest way to see if your car park would benefit from EV infrastructure.



## Occupancy Data

Tracking occupancy can reap major rewards for any parking site. The data allows you to track peak periods and lulls in activity. Those peaks can be checked against sales to see if they match. If they don't you can begin to investigate why this isn't the case.



Understanding when the troughs occur means you can adapt your business to capitalise on the extra parking capacity. This could be at specific times, such as around midday in a hotel, post-checkout, and pre-check-in. In that lull, you might consider running exclusive offers in the restaurant to entice more footfall and generate additional revenue.

Or you may decide to list that extra capacity for pre-booking, allowing motorists to pay for parking on your site and monetising your surplus parking to create a new margin-rich revenue stream. This can draw new audiences to your business, drive extra footfall and be a sizeable boost to revenues.

Opening your parking up in this way can even attract customers away from your competitors, or you can leverage your parking to encourage visitors to make use of your services by allowing them to redeem the price of parking against spend in store. This can push the additional revenue generated from pre-booking even further.

Looking at the occupancy in your car park and capitalising on it properly can transform the returns this often-overlooked capital asset generates.

## Stay Duration

How long are your customers staying on your car park?

Stay duration, or dwell time as it is sometimes called, is valuable information. Not only in terms of identifying potential abuse or poor parking behaviours if customers are staying for significantly longer than expected, but as a reflection of how your business is performing.

If you're operating a retail outlet for example, would you expect customers to spend a reasonable amount of time browsing and purchasing in store? This data set allows you to see how long visitors are spending on your site and if this translates to the time spent in store.

If you notice customers are leaving quickly, you can begin to look at instances of parking abuse but also identify if there are any issues within the store hampering the shopping experience and deterring customers.

Looking at the average stay duration data can provide real insight into your space turnover (the number of times each space is used by a genuine customer). This can help you gauge the impact of promotions and offers. For instance, if a supermarket is offering customers a meal in the restaurant or discounted use of one of their other services, they should expect an increase in their average stay duration. If this isn't the case, they can then rethink their promotion to draw in more customers.

Using this data can help you build a deeper understanding of your customers' movements and assist you in adapting your business to meet changing habits.







## Revenue Data

If you have a paid parking strategy in place it's important to know that it's working. The parking revenues section on our data platform offers visibility of how much each payment option in place on your site has made over the last 3 months.

This can help you decide if you need to introduce more options for payment, such as cashless solutions, or even trial new payment methods to see how your customers and visitors respond.

There is a societal shift towards cashless options, tracking performance would allow you to see the increase in this over time. However, it's important to understand the demographics of your customers and users of your car park. For example, while cashless options are on the rise you may have groups of customers who still deal in change and cash as that's what they are accustomed to.

By tracking revenue, you can understand the ebb and flow of your business, looking at your stronger and weaker months. Coupled with other data this can help you identify the best times to introduce new promotional activity or highlight opportunities to develop the solutions in place on your site to drive improved payment compliance.

## Repeat Visitor Analysis

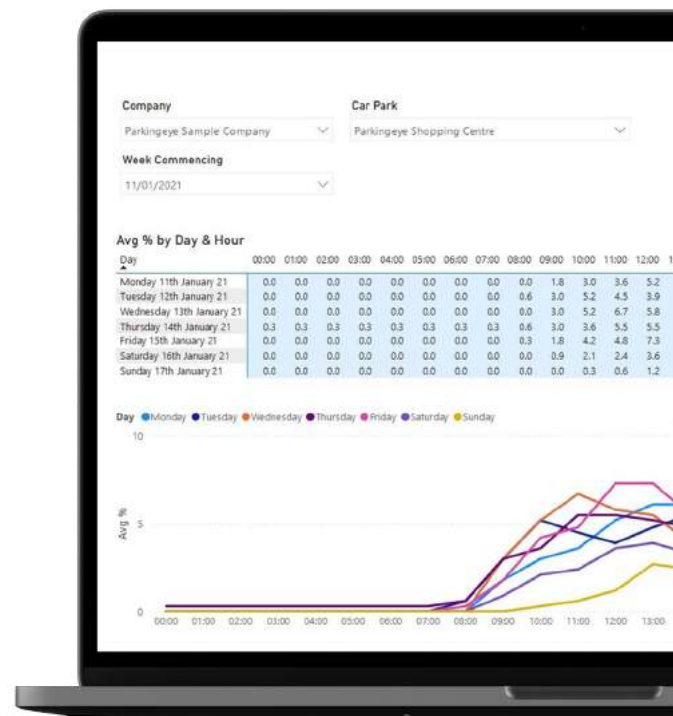
How often do visitors and customers return to your site?

Our repeat visitor data allows you to investigate the frequency at which visitors and permit holders are using your car park.

This could be once a week, or multiple times. What this data allows you to see is the frequency of visits and subsequently helps you understand the need to introduce a loyalty scheme or track the success of current initiatives.

If you have incentives in place that reward repeat visits and this isn't happening, you might need to rethink your approach. Or, if you have lots of repeat visits and nothing in place, you can introduce a scheme to ensure this valuable repeat custom continues.

This can help you increase footfall and revenue, purely by understanding how often people are returning to your site and adapting to capitalise on this information. ANPR cameras logging people entering a site could even go so far as notifying staff when a loyal customer or someone with a VIP booking has arrived. This can enable your team to offer increased service levels to valuable guests and customers from the moment they park.



# Applying your data

Data has such an impact on businesses. Helping you understand that data and the range of actionable insights which can be found within your parking is just the start of how we can help you.

## >> Continual Improvement Plans

Parking is an ever-changing industry. There are a raft of new innovations and fluctuations in how motorists behave which need to be considered. Much like with the fuel analysis data charting the rise of electric vehicles, we can use our data suite to keep you informed of any emerging trends or issues which could facilitate changes on your parking site.

These changes help underpin and support growth. For example, if you are looking to expand your business but need to satisfy the local planner, our data suite can show that you have adequate parking supply. Or perhaps you're looking at adopting other payment methods on your site and need to track performance via a trial.

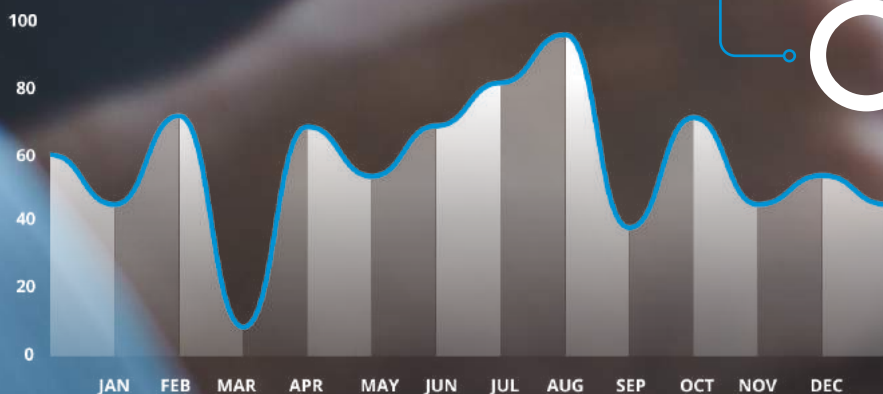
Incremental changes and evolving your parking over time can allow you to continue providing the best possible parking experience, maximise opportunities for revenue, grow your business and remain one step ahead of the competition.

## 🔗 Scenario analysis

We can help you assess the impact that major changes to your business have had.

From increasing the capacity of your car park, a competitor entering the market, amending layouts, or offering new payment methods, gaining a solid before and after picture is hugely valuable.

Scenario analysis can provide you with a detailed overview that shows how the effects of any changes have been felt in the car park.



## Bencharking

By understanding your sites, as well as your wider sector, we're able to assist with benchmarking. This lets you see how your site performs within your market and highlights ways to improve and adapt to drive an improved parking experience for your customers and staff.

We have almost 600 clients across every industry sector and gather ANPR data from over 3,700 car parks. This gives us a huge amount of information to analyse and draw comparisons from.

By analysing sectors and trends, we can enable you to remain aware and engaged with any changes to your industry – this could be shifting buying habits, through to changes in how your customers look to manage their parking.

# Make your car park smarter

Whenever you have an idea that relates to your business you need to know that you're thinking along the right lines, that you're investing in the right things and you're planning for most likely situations.

## That's where data can be a powerful ally.

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 pull up outside.

The information that can be gained from a car park can be transformational - helping businesses to make smarter decisions, identify problems, move in the right direction. We understand the power of intelligent data, which is why we've created ParkIQ.

**“We want to empower businesses through understanding the data and insight that can be derived from their parking. By creating an easy to use and customisable platform we allow you to identify new opportunities for growth, drive greater operational efficiency and improve user experience.”**

### Did you know?

Through our ANPR systems, we process 4 million pieces of data every single day?

**That's over 1.5 billion pieces of data each year!**



# ParkIQ<sup>®</sup>

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

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