Aldi Case Study

Parkingeye
One parking partner. Infinite possibilities.

As one of the UK's leading supermarkets Aldi understand the importance of their car parks and the role they play in providing exceptional customer service.

Parkingeye currently manages over 550 of Aldi's freehold sites across the UK. Whether we're helping them to cut down abuse and increase space turnover, or to embrace EV, we've been supporting Aldi to capitalise on the potential of their car parking.

Aldi's Challenges

Supermarkets rely on a steady flow of customers throughout the day, abuse on a car park limits the spaces for legitimate visitors and creates congestion and frustration which damage the customer experience and harm a brand if left unchecked.

Many of the Aldi sites we manage are shared with other businesses. While each business has its own parking on-site sometimes these businesses can encroach on Aldi's parking.

This limits the access to space for Aldi's customers and reduces their space turnover which ultimately can restrict revenue.

This was exactly the issue being faced by Aldi Bellshill, with a nearby automotive business leaving old rusty vans on their car park.

Aldi also strives to improve their customer experience, with sites starting to embrace EV infrastructure as a valuable service and revenue opportunity. Unprotected EV bays can be a prime target for abuse, with people leaving vehicles in the bay for too long restricting access to the charger, as was the case in Aldi Little Venice.

> "We had an issue with neighbouring businesses using our car park as an extension of our own. Our car park was mostly being used by a neighbouring auto trader with old, rusty vans being parked there. This caused problems for us and our customers with access to our car park being limited."

The Parkingeye Solution

Effective car park management can transform how a site performs. By introducing fair rules for Aldi Bellshill, including a 90-minute max stay and restricting parking outside of store hours, we were able to remove the problem parking from neighbouring businesses and create more space for customers.

ANPR can also help businesses make more of existing services, by adding our Bay Enforcement system to Aldi Little Venice's EV chargers, and introducing a max stay **the site saw a 65% increase in charging sessions as the space turnover for the EV bays on the site increased massively.**

"We use Parkingeye on all of our freehold sites, they constantly provide a friendly, professional and straightforward service across all their teams. From surveying to Account Management we've got no complaints, they've helped us take back control of our car parks and ensure we have enough space for our customers."

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

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