



## Paid Parking Options

Providing a range of paid parking options for your site can enhance your customer experience, modernise your car park, boost revenue and improve payment compliance. We provide more payment options than ever before and utilise our consumer-friendly brand, Evology Pay, to enhance the customer journey on-site.

### The benefits of flexible, dynamic options

Using a range of payment options lets you tailor your paid parking to suit your visitors, giving them options and choice that lets them manage their way. Whether that's a mobile payment, paying online or using contactless technology. That flexibility makes a car park more attractive and adaptable, better serving your visitors while driving additional footfall.

With little to no admin to speak of and major time savings thanks to no cash collections or bank trips, moving to cashless payments provides greater insight into customer behaviour while streamlining services and making a positive impact on your bottom line.

### Dynamic pricing

Our flexible approach to paid parking includes dynamic pricing. This allows you to customise your site and pricing structure based on different criteria. From peak and off-peak options to emissions-based pricing, this gives you unparalleled control over your parking revenue.

### Our solutions, powered by **evology** pay



#### pay24

Customers can pay up to 24 hours after leaving a car park, either through our online portal or using the Evology Pay app.



#### park&pay

A variety of solutions that allow drivers to pay for parking when they are on-site, from contactless, online, and app-based payments, to payment by QR code.



#### autopay

Customers can register their vehicle online and then have parking payments deducted automatically. This streamlines their trips, allowing them to simply drive on and off a site.



#### pre-book

Motorists can find surplus space on your site, arrange their stay, and pay for it in advance, streamlining their journey and aiding trip planning while driving increased revenue for your site. This powerful tool can be accessed through a website or through our Evology Pay app.



#### permits

Parking can be managed through a tailored website allowing staff and visitors to register for parking permits.

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

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