



Welcome to Parkingeeye

It's great to have you with us

A note from Phil

"I'm thrilled to welcome you officially to the Parkingeye family.

As the UK's number one car park management company, we pride ourselves on delivering a brilliant end-to-end experience for our customers, and their customers. That starts right now, as the team work to get your site up and running as quickly as possible so we can start making life easier.

This booklet will walk you through what happens next and provide important information about how to access reporting, the promises we make to you as a new client and some frequently asked questions. But for now, let us do the hard work and we'll be in touch with more updates shortly – you're in safe hands."



Phil Boynes, CEO



Understanding your car park



Driving footfall and ensuring your customer experience leaves people wanting to come back is vital to any business. Issues with parking and congestion can hinder your progress and force customers to go elsewhere, in some instances dropping footfall by up to 25%.

The right parking solutions can transform how your car park works, making life easier for customers and staff. At Parkingeye we know how vital the visitor experience is and can tailor our solutions to help your sites to thrive. From quick installations, to robust training and support in communicating changes to your site to your customers, we're able to help you get a parking management solution in place and transforming your car park quickly.

"We had an issue with space availability which was compounded by non-customers using the site and some poor parking practices. The Parkingeye team transformed the site in a matter of weeks with minimum fuss - congestion is a thing of the past, there's adequate space for hungry customers and complaints are non-existent. I couldn't recommend them highly enough."



Josh Reeve, Business Manager, McDonalds



Reduce car park abuse

Spaces in your car park are for your paying customers. Using ANPR cameras, we log vehicles when they arrive so we can track who's on your site at any point in time. Unauthorised users are issued with a Parking Charge Notice (PCN) this drastically reduces abuse and retains space for guests.



Generating revenue

Businesses need to ensure they're maximising their potential to generate revenue. From hiring out parking spaces using your additional capacity during quiet times to providing offers to attract additional footfall, your car park is a gateway to new revenue streams that can transform your business.



Customer experience

Your car park is often what your guests see when they arrive and leave. Getting those first and last impressions right is key to creating a memorable customer experience. Effective car park management allows you to avoid the complaints and parking issues that can damage your reputation and the perception of your business.

What happens next?

Thank You

You might be wondering what happens now. Here's a quick guide of what to expect.

1

Getting started

Once you've signed your contract, we'll be in touch within a week to arrange a convenient time for your site survey. This is where we'll visit site to check all the finer details.

2

Survey Date

We'll get your survey date booked into our system and send a confirmation, sharing the date along with details of what our team will need to access on the day to carry out your survey effectively and safely.

3

Survey Report

Once we've got all the details we need from both the on-site survey and our desktop assessments, we'll send everything back to you for final approval.

Install Date

Your site is close to being ready, we'll get in touch to confirm your install day and go through what to expect while we're on-site.

Go live

All that's left is to turn the system on. Once we've done this, you'll say goodbye to the Onboarding Team and hello to your new Account Manager. They'll be your point of contact from here on, helping with any queries and managing your new parking solution.

4

5

☒ **SYSTEM-LIVE** 

The Parkingeye Portal

Our client portal comes as standard for all customers and provides a clear view of contraventions, cancellations, active permits and other key information about your car park(s).

Contraventions

- ✓ Daily contraventions
- ✓ Weekly contraventions

Cancellations

- ✓ Request to cancel
- ✓ Ability to manually cancel if necessary

Exemption lists & permits

- ✓ View authorised vehicles list
- ✓ Add vehicles
- ✓ Review active exemption lists



Please visit the portal here: <https://client.parkingeye.co.uk/account>

Sharing the changes to your car park

Adding a parking management solution is a big step for any business. If your business has frequent visitors they can operate on force of habit and might not necessarily realise the changes due to being already familiar with a site. This shift can be jarring if it isn't managed correctly.

Your visitor experience is the most important part of your parking, so it's vital that any changes are done in a way that is clear and supported by your staff.

As part of our services, we provide additional support to help your internal teams get ready for the change to your car park, and the support to help them guide your customers through that transition too.

Through effective training and communication, we can make the shift to a new solution as easy and stress-free as possible.



Staff Training

Adding a new solution to your car park is going to raise questions from customers, and potentially impact the work of your staff.

We mitigate this with comprehensive training, helping your teams understand the new system in place and how to use it. Everything is designed to be simple and intuitive from understanding how validation works on tablets by the bar, to how to request or manually oversee cancellations.

This empowers your internal teams, helping them to provide support and reassurance to your customers with regards to the new system.

Posters and information

You need to give everyone who uses your site advance warning that a change is coming.

We provide access to a range of posters, leaflets and other printed collateral that can help support your site and its transition to managed parking. These are perfect to put up on notice boards, in staff rooms, or anywhere your customers will be. Our signage helps to highlight a change is coming, or once the site is live, act as a reminder that the new service is in place and customers need to validate their parking.

Your onboarders and account management team will take care of all of this for you.

Many of the options available are tailored to your specific site, allowing you to provide accurate information and guidance.



Our charter

Everything we do is driven by the promises we make to our clients.

1 We understand that one size doesn't fit all, so our solutions are tailored to suit the way you work.

- ✓ Every single site is surveyed and reviewed individually to find the best solution.

2 We'll continually evolve and push the boundaries of our systems and technologies to deliver the best possible services to help you thrive.

- ✓ We'll highlight opportunities, such as available occupancy to open up new margin rich revenue streams for your business.

3 We're serious about quality. That's why nothing goes live on your site or gets issued without first passing a host of rigorous checks.

- ✓ Our dedicated Quality Assurance team ensure contraventions are being fairly issued.

4 We're honest and transparent, with no hidden costs or surprises. That's why our clients class us as one of their most trusted partners.

- ✓ We're proud of our 97% client retention rate.

5 We're at your service, from personalised and highly responsive Account Management, to around the clock technical support.

- ✓ We're here for you, whenever you need us.

6 We are a safe pair of hands, whether that's managing your data or processing PCNs fairly and sensitively, we work within the strictest guidelines.

- ✓ Our cameras have a 99% uptime and everything we do is BPA approved.

7 We're committed to helping you tackle abuse, grow revenues, provide a positive parking experience to your users and drive operational efficiencies.

- ✓ That's why, on average, 60+ new sites join us every single month.

8 We're efficient to a fault and have a highly effective back-office infrastructure which others simply can't match.

- ✓ From our specialist diagnostics team who can fix 3 out of 4 issues remotely, to having the highest POPLA upheld rate of the major operators, you can trust us to get things right.

9 We value your brand reputation and understand the importance of treating customers, staff and visitors to your site fairly and with respect.

- ✓ No-one knows your business like you, so it won't be a fight should you wish to offer a cancellation.

Frequently asked questions

Terminals

You may have terminals as part of your solution – these are discreet, usually kept at the bar to capture the details for authorised drivers to ensure they are exempt from a Parking Charge Notice (PCN) for the duration of their stay.

Q: Does the system update immediately after entering vehicle registration details?

A: Yes. We make sure our system has superfast updates – once the details have been entered you should see a ‘Thank you’ message as confirmation.

Q: Can we have more than one option on a terminal?

A: Of course. We understand a business often needs flexibility so can set-up options to suit the way your business operates. For instance, a pub or restaurant may need options to cover regular visits, or a longer stay as part of a function for example.

Q: Do you offer additional security on terminals?

A: Absolutely. If you have concerns about details being entered without the proper authority, we can set a 4-digit pin which must be tapped in before each vehicle is entered.

Managing your ‘exempt vehicle’ list

We understand that when your service is going live, there’s a lot to think about – to help, here is a list of what each ‘exemption-type’ means:

“Permit” - Used for registrations that should have a permanent permit, for example staff. When adding a permit here, it will default to what we call a rolling permit – this permit type will continue to take effect until removed.

“Visitor” - Perfect for temporary permits for known upcoming users, such as visitors or contractors. To make life easier, as default we set the system to allow a 24-hour duration unless otherwise specified.

“Paid” - Our permits can be integrated with any payment services you have on site, from physical payment machines through to pay-by-phone or auto-pay (known as ‘Good2Go’) and can show any transactions made. This is a system-generated exemption list and so cannot be added to manually – however, in rare instances if a payment cannot be made through usual channels, your Account team can help. Bear in mind, vehicles will remain on this list only for the duration purchased.

“Timed Exemption” - This option is perfect for instances where a set timeframe applies. For instance, if certain permits are only exempt between certain hours (maybe staff with 9am – 5pm daily shift patterns).

Q: How many exemption lists can we have?

A: No one knows your business like you do so you decide how many different exemption lists you need. Whether that means one for longer-term permits and one for short-term visitors or paid parking sessions and staff members, it’s your business so you decide.

Q: Can exemption lists be set to certain times?

A: Yes. Any list with Parkingeye can be calibrated for a set timeframe – such as 2 hours/4 hours/8 hours. Remember, this is called a “Timed Exemption”.

Frequently asked questions

Q: Can we set exemption list limits?

A: Of course - this is especially useful if you have a smaller site or one where space is in high demand.

For instance, a small retail site may set a limit for the number of 'exempt' staff vehicles, to make sure space is always available for customers.

Q: Someone has a new car – how do I edit their details on the system?

A: Simply login to the Parkingeye portal and create a new permit for the new vehicle. Don't forget to remove the original permit covering the old registration details.

Reporting

Q: Can we get a breakdown of visitors from the system?

A: Absolutely. Data is key to understanding what's really happening on your site, which is why we make it easy to see all the information from your site – either as a regular report or from within the Parkingeye portal, which shows daily visitors and much more. Speak to your Account team about which option is best for your business.

Q: Where can I view payments made for parking?

A: Visit our online portal for all daily transactions and much more.

Signage

Q: How do we decide on the content of our signage?

A: Your signage is a crucial step in getting your site live, so it's important you agree with and are committed to its contents. To make sure your signage doesn't affect installation dates, we'll work with you to ensure it is accurate, compliant, and something you're happy with.

Finance

Q: How do I receive the revenue from paid parking?

A: We'll send you a credit note covering any payments made for the previous calendar month. You can then formally request payment of any revenue due into your nominated bank account. Please be aware that any credits will be offset against any outstanding payments to Parkingeye, such as VAT invoices. We'll make sure any payments due are settled within 45 days of your request.

Planning

Q: My site requires planning permission but how long will it take?

A: We have lots of experience with this and help clients navigate what can be a daunting planning maze all the time.

The length of time to get planning depends on a number of factors but as a guide, a typical application should take about 12 weeks from start to finish (depending on complexity).

- The council will usually provide a date when they expect to make their decision by, although this can be affected should any objections be raised, which then will need a committee hearing.
- If site visits and negotiations are needed, this may also delay the process.
- The planning administrator will update everyone involved once an application has been approved or rejected.
- Bear in mind that planning can be a complex business and if you make changes to your site once an application has been approved, the application must be resubmitted along with details of the changes.



One parking partner. Infinite possibilities.

We're here to help – if you need us, get in touch.

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