



Parkingeye

One parking partner. Infinite possibilities.

Customer experience starts in the car park

Retailers thrive when their customers arrive in the mood to spend money. Making their first interactions with a business as stress-free as possible, coupled with a great experience in-store can work wonders for building customer loyalty, encouraging repeat visits and most importantly, generating sales.

Your car park is a powerful tool to support this. Not only by providing a better customer experience when people arrive and leave but also by providing other tools that can empower the rest of your business, helping you boost footfall, attract new customers, and work smarter.

The right car park management partner can help you capitalise on your car park's untapped potential, reduce admin, and continually provide peace of mind during peak trading periods.



Use paid parking to boost revenue



Develop a deeper understanding of customer and visitor requirements using ANPR data



Stop overstaying and reduce congestion – meaning more room for customers and increased sales



Improve access to services and improve your customer experience with pre-booking and EV



Deploy powerful new technology to stop unauthorised parking and abuse



Enable new services like faster click & collect

Boost revenue and footfall

We can drive
33 million
users to your site



More people through the door means more sales through the tills.

Enhancing your car park through a range of powerful services, can promote your business to new prospective customers, draw more people to your site and provide access to powerful new revenue streams.

The power of pre-booking

Businesses have lulls, which could be during a weekday when everyone is at work instead of shopping, at a retail park when an event is nearby, or after a school holiday. The reasons for the lull can vary, but that extra space on a car park doesn't need to be a concern. Through ANPR data we can identify the peak occupancy times for your site, showing you when you're busiest and quietest.

This service draws new people to your site who could then interact with your business.

How does pre-booking work?



ANPR Data reveals the potential spaces for pre-booking on your site



Those spaces are listed online



Motorists looking for parking find a space and pay for their parking in advance



They then park on site and leave at the allotted time, their stay tracked by ANPR

Choice of parking payments

As retailers, you know how much your customers value choice. We provide a range of payment options that let you tailor your site to the needs and preferences of your customers. We can enable a fully cashless site, ensuring better security and saving time by removing cash collections from your car park.



pay24

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



paytopark

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

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



Want to see how much your car park could earn?



Building stronger revenue

Businesses need to take every opportunity available to them to drive stronger revenue and boost their bottom line. The more steps you take, the stronger the returns.



Paid Parking

Providing a range of paid parking options makes life easier for your customers, letting them pay for parking in a way that suits them. A mixture of solutions modernises your car park, boosts revenue and improves payment compliance. We provide more payment options than ever through our consumer-friendly brand, Evology Pay, to enhance your customer journey.



Pre-booking

We provide you with the relevant occupancy data, via ParkIQ, that allows you to identify surplus spaces and capacity levels. This space can then be offered to motorists looking for parking in the area who would otherwise not use your site. Drawing in new customers, while increasing footfall.



EV Charging

Adding EV chargers to your site improves brand visibility, drawing more eyes and potential customers to your business. Additionally, the revenue from electricity share can be substantial and you are in control of the mark-up on EV charging, with flexibility to offer dynamic pricing. Plus, this is all ongoing revenue – as long as your EV chargers are in the ground, they will be making you money.



Revenue Share

Our ANPR solutions offer incredibly favourable revenue share terms, which can vary based upon any investment in capex from you. Adding efficient 24/7 protection to your site increases the effectiveness of your car park, ensuring payment compliance and giving you additional revenue from anyone who misuses your site. This can also apply to anyone who misuses your disabled or parent & toddler bays.



Additional Services

We always want to work with you to drive footfall and boost revenue. We have a further range of products to support your bottom line. From on-site car valeting to give your customers a helpful service whilst ensuring you achieve a monthly rental income or parcel lockers to drive additional footfall, whilst giving an annual licence fee to your business. We can even use kiosks and payment screens on-site to sell advertising space to generate revenue without impacting the cost of parking.

Technology to help you work smarter

We've got a range of powerful, and in some cases first to market, technologies that can redefine your car park and better support your customers and business.

First-of-its-kind Bay Management

ANPR can protect your car park, enable new payment options, and generate valuable information about how your site is performing, but protecting key locations on your car park requires something new and more focused.

We've created a powerful solution that uses patented technology to provide a fine level of control over your priority parking spaces such as parent & child, EV, and Blue Badge bays.

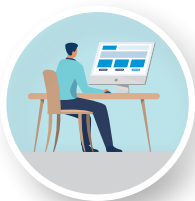
Our Bay Management solution reduces complaints, and congestion and supports the accessibility needs of your customers.



Redefined Click and Collect

Click & Collect is a fantastic way to help people interact with your business, get what they need and leave. Ideal in busy peak shopping periods. Our Click & Collect service uses our patented Monitoring Bollard to record vehicles as they park in a space. Sending an alert to in-store teams who then bring the customer's order right out to them. Eliminating the need for them to even queue in store, meaning other customers are served quicker.

How our Click & Collect solution works



Step 1

A customer orders an item online



Step 2

They choose Click & Collect at the checkout and add their vehicle registration.



Step 3

When they arrive on-site they park in a Click & Collect bay



Step 4

The ANPR camera in the bollard notifies your staff an order has arrived



Step 5

Your staff take the order straight out to the car and the customer leaves

Use data to understand your customers

Your car park generates an incredible amount of data, which ANPR can help you to better understand. From tracking the performance of paid parking or understanding the fuel types of vehicles using your site – allowing you to assess your demand for EVs, to looking at the occupancy levels on-site to help you offer the right amount of spaces for pre-booking at the right times. Our bespoke reporting can provide you with the information you want, when you need it, empowering your decision-making and helping you to implement the choices that will have the most impact on your business.



Support changing customer needs

Electric vehicles are increasing in use, meaning your customers are going to need places where they can top up while they shop. Our EV charger uses patented technology to create a protected, effective charging network, that adheres to changing regulations and helps bolster your green credentials. Busy car parks need a hard-wearing, reliable charger that does more than top up a battery.

We understand what the right charging provider needs to offer:

- ✓ **Not being tied into a bay lease term**
- ✓ **Short contracts to ensure up-to-date technology**
- ✓ **A wide range of EV chargers with carrying speeds**
- ✓ **Consistent maintenance & support**
- ✓ **Data on all EV vehicles**
- ✓ **Electricity profit share**
- ✓ **EV Bay Enforcement**
- ✓ **Site Branding**
- ✓ **Dynamic fields**



An EV Charger with a difference

The Evology Charger is a step forward for EV infrastructure – combining ANPR with powerful EV charging technology to eliminate complaints and remove the issues that hinder EV users.



An ANPR camera housed in the charger helps to ensure your spaces are protected from misuse



24/7 Monitoring ensures unprecedented uptime and reliability



Remote repair and diagnostics



Rapid charging AC and DC options let you tailor charging output



Tap&Go payments for extra speed and convenience



Access to a vital, and growing, revenue stream for businesses



We operate on over 4,000 sites across the UK, including 4 of the UK's 'Big 6' supermarkets.

Our approach lets us support businesses regardless of their size, from managing Agents covering huge retail estates, to individual stores. Our solutions allow us to cater for huge parking estates, without neglecting the specific needs each of unique car park.

We take the time to understand your issues, goals, and requirements before suggesting the perfect mix of solutions to help your car parks deliver on their true potential.

The systems we install are bespoke, reliable, and transformative, helping your site to become a powerful asset that supports your staff, students and other visitor needs, empowering people, streamlining services, boosting revenue, and delighting your visitors.

Everything is fully managed, monitored and maintained to give you complete peace of mind. We take care of your car park so you can focus on delivering the best possible experience for your customers.



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

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