

How can car parks support customers?

Supermarket car parks are some of the busiest in the UK. Millions of people use them each week when they shop, and businesses rely on them to support their customer experience and access to their services.

But car parks can do so much more for a supermarket. We work with 5 of the UK's 6 biggest supermarkets, helping to provide the solutions and support that drive stronger footfall, higher revenue, and a better customer experience.

ASDA



How do you increase revenue?

One of the most important things for a supermarket is to make money. From deals and massive marketing campaigns to store layout and loyalty cards, everything is optimised to build that bottom line. But it's not just what happens when you walk through the door that has an impact.

Car parks support a supermarket's existing sales, but when managed correctly, and with the right solutions in place, it can also help increase them:



Lift space turnover

The more people that use your car park each day means the more customers that go through your tills. ANPR helps eliminate overstaying, reduce congestion, and create more space for customers on your car park.

Enhance services

From EV & pre-booking to Click & Collect and better access to priority spaces, new services, and better access to your store in general all help to boost your bottom line.

Boost footfall

Alongside additional services, better turnover, accessibility and traffic flow all improve footfall, drawing new customers to your site and increasing the likelihood of additional spending.

Transform your site out of hours

Adding paid parking to your site when its closed or embracing pre-booking allows drivers in the area to capitalise on available space, lifting revenue while deterring anti-social behaviour.

 **Scan to boost revenue**

Take a look at our revenue calculator to see how you can start supporting your bottom line.



Scan me!

How do you improve customer experience?

It's not enough to get people onto your car park or in store. Your customers need to benefit from your services, enjoy their shopping experience and leave willing to return. Your car park can provide new ways to delight visitors and support their experience with your brand.



Click & Collect

ANPR powered notifications enable a streamlined Click & Collect service, a faster service for your customers and a more efficient way of working for your staff – giving them time back to focus elsewhere within your business.



EV Charging

The way people travel is changing, adding new services to your site, such as EV charging, embraces the change in customer needs and allows your business to continue to cater to the public's needs while accessing a vital and growing revenue stream.



Protected Spaces

All car parks have priority spaces on them. From parent and child and Blue Badge, to your EV spaces. There's nothing more frustrating for a customer than looking for somewhere to park and the space they need being blocked. Our patented Bay Enforcement solution has your car park covered, ensuring those spaces are reserved for the visitors that need them.

How do you track performance and customer behaviour?

You need to know how your site is performing, not just your internal KPIs, but everywhere else. A car park is a valuable source of insight and performance data. ParkIQ, our powerful data platform can help you understand your car park and make more informed decisions about your business.

Capacity Reporting

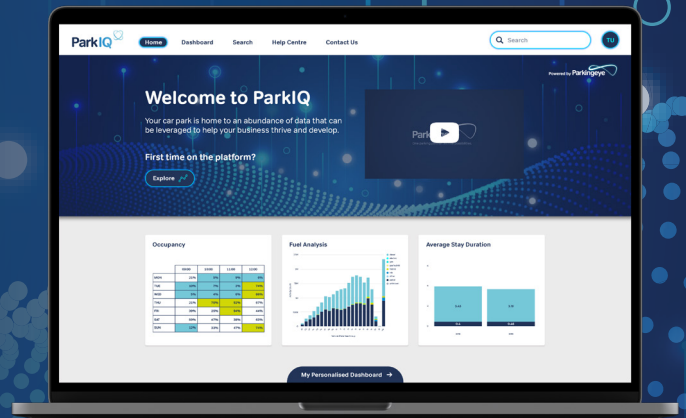
Understand the space usage on your site and gauge the scale and impact of revenue boosting solutions like pre-booking

Fuel Analysis

Track the vehicle types on your site and accurately assess the level of investment your site needs to make to embrace EV

Payment Data

Identify which paid parking methods are making an impact on your site and track changes in customer demand and behaviour



We manage over **1400 sites** for 5 out of the UK's **6 biggest supermarket chains**.



Bay Enforcement helped one Aldi store see a massive **65% increase in EV charging sessions**.

“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.”



Parkingeye

One parking partner. Infinite possibilities.

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

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