

ParkMagic SRS Dublin

Dublin Airport, Ireland, is a rapidly growing International airport which, in the first 6 months of 2007, catered for ~10.8 million passengers. QuickPark, a parking operator, operates approximately one third of the total long term parking capacity of the airport. For QuickPark, along with growing passenger numbers came growing congestion with parking space availability by no means guaranteed in the most popular of lots.

QuickPark were quick to react to the demands of their customers and moved to provide them with the convenience of a prebooking service selecting the **ParkMagic Service Reservation System (SRS)** as the optimal solution for both their needs and the needs of their customers.

Quickpark introduced the service in August 2007 and within weeks of launch, prebooking rates at QuickPark have climbed to 25% of available space and continues to grow today.



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Success in Dublin Airport...

The challenge

Having researched the market for reservation systems, Quickpark soon discovered that the solutions to hand provided either an acceptable booking system or an acceptable access and parking control system but not both. The requirement was simple, a reservations system featuring the best of what the internet has to offer coupled with a parking control system from a company that understands parking and the challenges in operating parking facilities on a daily basis.

The solution

Having selected **ParkMagic** as the vendor of choice, with proven internet and mobile payment pedigree coupled with the operational understanding of parking, the project launched in August 2007 with an 8 week to launch target schedule. The solution features the **ParkMagic Central Billing System** supporting card processing, customer self care and registration tied to a state of the art barrier control infrastructure. Key features of the solution are:

No Cards

Quickparks customer experience has taught them that their best customers, the corporate customer, more often than not do not handle their own travel bookings. Such activity is normally handled by a travel agent or travel department within their organisation. The result of this fact of corporate life was that a system that required a user to present the actual card used at the time of booking was not viable. Working with **ParkMagic** a solution was developed to allow access to the carpark via PIN number, with PINS being issued by SMS to the customer mobile phone or by email on receipt of the correct payment.

No processing delay

Quickpark's experience with customer had shown that any delay in opening the barrier when the customer presents and does as instructed, be that pull a ticket or enter a PIN, will result in not only longer entry/exit queues but also increased attendant calls and customer dissatisfaction. As a result **ParkMagic** implemented a barrier activation time of less than 0.5 seconds, faster than the ticket reader/issuer itself!

Seamless interaction with existing management systems

It is one task entirely to process bookings and accept payments, it is another entirely to ensure that this management information is combined with all other systems on site in real time to ensure occupancy management and revenue management systems remain perfectly synchronised. The **ParkMagic Service Reservation System** delivers exactly that allowing QuickPark to control in real time, the booking allocations and availability times to perfectly synchronise with their known demand cycles

No boxes please!

As with many parking facilities, space is limited at the attendants booth as is the availability of technical expertise to troubleshoot problems. QuickPark specified that there should be no equipment whatsoever on site that parking staff would have to operate and/or maintain in any way. The **ParkMagic** solution features a maintenance free internet connection on site with control electronics being wirelessly controlled by **ParkMagic**.

Making it simple

ParkMagic deployed the ParkMagic SRS system:

- Online booking and secure payment processing
- Online customer self care and account creation
- Card free access to the parking facility with no card reader requirement on site
- Wirelessly controlled on site hardware with zero maintenance requirements
- Barrier activation by PIN with a barrier response time of less than 0.5 seconds
- 24-7 support and customer care via call centre and the internet

The result

The results speak for themselves, 25% of capacity prebooked within weeks of launch and continuing to grow. Satisfied customers with solid repeat bookings continue to push this number upward. With the **ParkMagic Service Reservation System**, QuickPark anticipate a lucrative future.