Commercial benefits

Retailers and leisure providers see substantial commercial benefits in being able to better manage their customers' parking experience. They see it as an essential element in delivering a premium customer service, whose advantages far outstrip the value of any discount provided. The solution appeals to a wide range of operations, including hotels, supermarkets and retailers, hospitals, care and educational institutions and leisure and transport hubs.

How ValiD differentiates its service:

Suitable for all business models – ValiD suits the needs of a wide variety of companies in enabling bespoke customer parking discounts/validations.
Multi-car park flexibility – ValiD can be used for one or more parking facility – essential in larger town or city centres.
Detailed insights – the management back-end provides both users and car park operators with accurate and detailed real-time insights into use of the application.
Seamless user experience – with the push of a button, retailers and leisure providers can grant simple, fast and accurate discounts to car park users.
On-the-go flexibility – the app can be used anytime and anywhere, with the only requirement being a WiFi internet connection.
Low operating costs – the ValiD module can make use of the existing network, infrastructure and equipment.
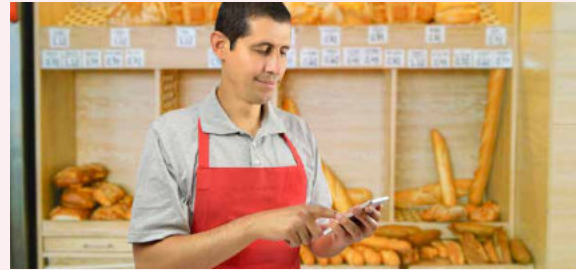**Direct processing** – validations and discounts are processed directly online, providing a real-time solution.
Pre-payment – on line pre-payment removes any need for account administration

Compatible devices

Smartphone or tablet
The app can be installed on a touch-screen mobile device, enabling the camera functionality of the device to be used as a scanner.

Touchscreen Barcode Scanners
The touchscreen barcode scanner simplifies the selection of applicable discounts. Scanners are connected to the ValiD server either via wired or wireless internet.

By handheld scanner
The scanner is connected to a PC or laptop, with the app installed. Scanning the ticket eases the use of the application.

ValiD

Targeted free or discounted parking

How can we help you remove complexity and improve customer experience?

✉ info@wps-nl.com
☐ +31 4 02 50 91 11
🌐 www.wpsparking.com

WPS

Proactively encouraging visitors into our town and city centres to enjoy the retail and leisure offering is a constant challenge, especially when it comes to parking. It is however a vital part of maintaining the local economy and the financial wellbeing of the high street.

Supporting town centre regeneration

Many retailers often believe that the answer is to offer customers free parking. Local authorities, on the other hand, believe that free parking leads to a free for all and with the limited number of spaces available, that is difficult to control and easy to abuse. They also have to fund the cost of providing and managing parking facilities.

A flexible parking validation platform where users can easily validate parking tickets or provide discounts to parking visitors

Where all parties will agree, is that efficient validated parking is a possible solution to offering targeted free or discounted parking to attract visitors.

The problem has been that existing validation systems are costly to administer on a scale which would deliver real change to town/city centre vitality.

A new generation of validation technology

WPS has developed a new approach with ValiD, a validation platform where participating commercial organisations can easily validate customers' parking tickets. ValiD allows retailers or leisure providers (e.g. hotels, supermarkets, restaurants, cinemas or any other attraction) to quickly and easily enrol online as a participating validator and set up a pre-paid validation account. The ValiD module is fully integrated in the ParkiD parking management software and can be used on a wide range of devices including bespoke scanners, tablets, PC's and smart phones.

There is no contract needed and participating scheme members can choose when and for how long they wish to participate. Once enrolled, they set up an account in a secure environment and upload funds to their virtual validation wallet via an on-line payment facility. The participant is then invited to download the ValiD validation app. The app has been developed for both Android and iOS and can be downloaded from Google Play or the App Store.

Maximum flexibility, options and control

Once a retailer or a leisure provider has enrolled, the ValiD platform can be used for promotional activities to advertise to consumers that they are part of the scheme, giving them an immediate competitive edge. They are then free to offer a range of validation options at their own discretion, for example free parking, discounted parking, or a proportion of their parking for free (e.g. the first hour). Consumers can even collect validations from participating stores they visit (e.g. collecting £1 off from each of three stores to get £3 off their parking that day).

Types of validations and discounts:

Standard discount – the parking fee is calculated using a pre-determined rate table that includes the desired discount, e.g. first 2 hours free, £ 1 off per 60 minutes (including a capping facility).
Fixed discount – a parking customer receives a fixed reduction for their parking.
Time-based discount – a fixed time of the total stay is deducted after and the rate adjusted.
Free exit – The parking ticket is validated to enable a one-off free exit.
Temporary subscription – the parking ticket is converted into a pass that enables access to the parking facilities up to and including the date and the time required.
Percentage discount – applies the discount as a percentage of the fee.

Customer journey

A visitor takes a ticket as they enter the car park. When they visit one of the participating retailers or attractions, they show the ticket to the retailer for validation. The retailer or leisure provider scans the customer's ticket, so that when the customer leaves, their parking is already taken care of – perhaps discounted or paid for in full.

Data Management & Report Generator Software

The ValiD platform includes a management 'back-end' for the carpark owner to control clients, build reports and provide insights into usage. Participants in turn can also view their account details and history (remaining funds, usage history reports and statistics) and manage passwords etc.

Each connected barcode scanner, and individual user (web- or app-based), is assigned a unique account identification number and name. Reports can therefore be created per user or group of users, generating complete visibility.