

news  
in brief

**The lightest touch**

Motorists will be able to pay for their parking faster than ever, thanks to a new payment system that allows contactless cards to be used at terminals.

With no need to hunt for coins or key in a number, the service, launched by Parkeon and Barclaycard, will be speedy and uncomplicated, according to Parkeon parking director Danny Hassett.

Parking providers that have opted for chip and PIN machines can implement a simple upgrade if they decide to use the new system at a later date.

**Making life a little easier**

Google Maps and graphs are two of the tools at a parking operators disposal, as Parkeon seeks to make the life of a parking management team easier in the face of huge reams of data, information and statistics, with its centralised management system, Parkfolio Easy.

The mapping system will allow an operator to click on the location of a terminal and bring data up on a screen relating to that device. Tickets sold, charges paid and daily revenue averages will all be highlighted, making it easier to deploy staff effectively in specific areas as a result of this information.

Dynamic Reports converts spreadsheet data into easy-to-understand bar charts, displaying revenue breakdowns in levels of month, zone, payment method or parking activity.

A third time-saving device from Parkeon is the claim management function, which brings all information surrounding a disputed ticket quickly to a screen. If a motorist claims a machine was out of order, this can be swiftly checked. The appeal can be quickly assessed and either upheld or dismissed, without hours spent evidence gathering.

# ParkeX news round-up



No mystery to Parkmobile's success

## Decade of discovery

While Parkmobile is celebrating 10 years in business at ParkeX, it is obvious from speaking to its general manager Marius Koerselman and managing director Peter O'Driscoll that this is a company that will not be resting on its laurels.

It was back in 2001 that the development team in the Netherlands realised that the mobile phone could be used for a lot more than simply having conversations, and the phenomenon that is pay-by-phone was born.

Parkmobile is currently one of three major players in the UK market, but worldwide it has the lion's share of the market and its directors are keeping it that way with a non-stop search for innovation.

'It can be annoying,' said Koerselman, 'when

we do all the research and come up with the innovation and others just follow on behind, but that's the business we are in.'

Certainly, pay-by-phone has been the cause of a revolution, not just in the way that parking is paid for, but in the way it is enforced as well. A paperless system needed a new back office system and IT to support the developments.

While pay-by-phone has been snapped up in some areas of the UK, some of the ideas that are popular in Europe have yet to gain a foothold. Start/stop payments is the most obvious example. The UK is one of the few markets where customers still pay for time slots, instead of actual time used.

Start/stop has spread

to nine authorities in the UK, but Koerselman thinks it will not be too long before others follow, due to a drive for greater customer satisfaction.

O'Driscoll pointed to the use of apps as another development where he believes Parkmobile are leading the field. 'There are companies out there who claim to have

parking apps, but when you use them they just direct you to a number. Our app is an end-to-end service, so a customer can do everything via the app.'

Two further developments that the team at Parkmobile has launched into the market recently are both time-saving and process-simplification measures. The digital parking permit system does away with paper and the headache of a long-winded administrative process, while the centralised parking database keeps the many streams of information – digital permits, payment by phone, parking tickets and enforcement – all in one integrated system.

The watchword of this particular 10-year-old is convenience, whether that be for the client, the back office team, the frontline staff or the general public.

I AM NOT IN THE BUSINESS OF SIMPLY SAYING "YES" TO THE CUSTOMER AND SELLING THEM A SOLUTION THAT IS NOT RIGHT  
ADELE JONES