



# Parker TECHNOLOGY™

The video *customer experience* platform of choice for the parking industry.

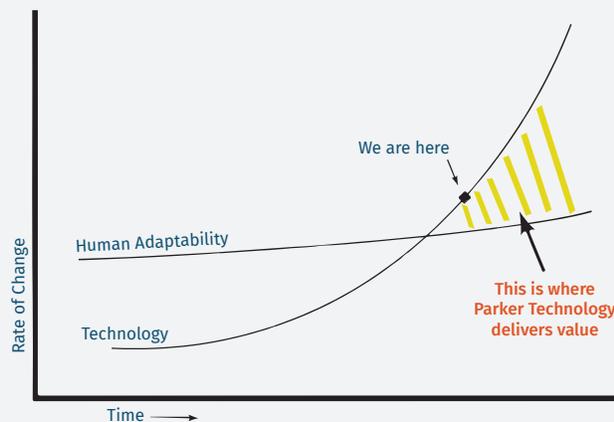
When a parking guest pushes the “help” button on a PARCS kiosk, one of our patient, well-informed specialists answers and resolves their issue. We can take audio-only calls, or if you’d like to take your customer experience to the next level, we’re the only company in the parking industry that can deliver face-to-face communication via our patented two-way video intercoms. Putting this personal, human touch back into an automated situation is our unique approach.

## With our robust solution:

- Enhance customer experience
- Improve operational efficiencies
- Increase successful payments
- Ensure calls don’t go unanswered



## Putting things into perspective...



Source: Astro Teller's graph of human adaptability to technology

# 85 Million

times the “help” button was pressed in the US last year

# 85%

of “help” calls in parking facilities are due to humans failing in front of automation, whereas **only 15% of those calls** are due to equipment failure

# Why people choose the Parker 24/7 Call Center..



## 54,660 Calls

Answered by our CSRs last month  
(Over 1M calls since 2015 launch)



### Parking Specific

This is our core business! Typical call centers lack the parking-specific skills to handle calls effectively, with a high level of quality and consistency. Our parking knowledge gives us the ability to understand what your guests expect and deliver a delightful resolution, according to your preferences.



### Cost Savings

Having a trained team of professionals to answer calls 24/7 can be expensive. With us, your stress and the cost of staffing and training is immediately reduced. You can't beat \$0.55 cents per hour, per lane.



### Easy to Get Started

We have time-tested onboarding processes and operational expertise to quickly bring a location online. Getting started has never been easier.



### Branded Experience

From the greeting to the resolution, your business rules determine our actions. You define exactly how your patrons are treated in order to strike the right balance between customer service and maximizing revenue.



### Who Takes the Call

All of our CSR's are trained to provide excellent service every time. Our hiring standards, quality measurements, and career path planning are just a few of the ways we invest in delivering top notch service.



### Reporting

In your account, you have the ability to listen to or watch any call with the click of a button. Our Customer Service Representatives capture each issue and resolution in our software on every call. That provides your team with up-to-date reporting on call issues, resolutions and stats.

