reserve

APT SKIDATA

Solution Update

April 2021

why should you be interested in ecommerce?

Know who your customers are

When are car parks full?

When are customers arriving?

Who are your customers?

Market and sell via web and mobile

Book anytime, anywhere, with any Internet-enabled device

Easy to integrate the entire booking journey into an existing mobile app

Extend your target groups

Add further online sales channels and apps for a fraction of the cost

Expand business with modern sales channels and apps

Know customers – offer upgrades, engage them with loyalty programs, run marketing campaigns

increase your revenue, visibility and car park occupancy

with reserve by APT SKIDATA you have the ecommerce solution that will extend customer reach, increase customer convenience and boost customer visibility.

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3 SOLUTIONS ON 1 PLATFORM
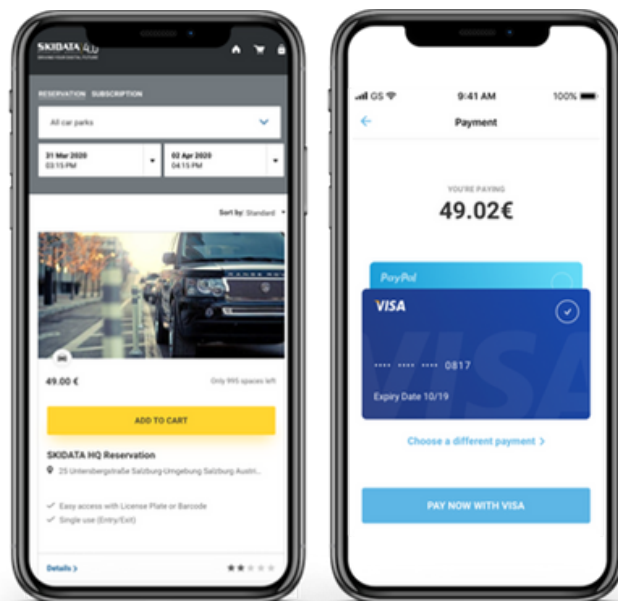
1 — Pay in Advance

Reservations
Pre-book spaces online by selecting the location, date and time. Add the selection to the shopping basket, checkout and get a booking confirmation via email.

Subscriptions
Pre-paid subscriptions configurable in months or days with automatic renewals available.

Pre-Defined Products
Book pre-defined products such as - Weekend Special Ticket, Dinner and Theatre Ticket, Daytrip Ticket.

2 — Pay Now

Turn anonymous customers into known, regular and loyal customers. Once registered your customers can drive in, park and drive out using autopay. Registration can be done during the parking session to allow for rollup customers.

3 — Park and Go

Deployed with our verify ANPR Solution giving you a completely freeflow solution, your customers can drive in, park, drive out and pay online later.

BRING YOUR PARKING ONLINE

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WHAT ARE THE OPERATOR BENEFITS?

Flexible Entry Points

Seamless integration with the your web-presence makes it easy for your customers to proceed with online bookings. Look & feel, as well as placement is up to you.

Multi Facility

Market and sell spaces across your entire estate. 1 eCommerce solution on top of 100s of facilities.

Single Sign On

One registration allows customers to use all the reserve modules. Book with hundreds of facilities with just one login.

Secure and Private

Google analytics integration to understand how your customers are using the service. Analytics providing insights into audience structure, acquisition and customer behaviour.

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WHAT IS SMART MANAGEMENT?

Bookings
Manage all bookings for every space in every facility.

Quotas
Define and refine on a day-to-day basis.

Customers
Review all customers including their current status.

Products
Configure available products for your webshops.

Tariffs
Dynamically update your tariffs for every car park.

Reports
Understand the actual state of the business.

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WHERE COULD RESERVE BE USED?

Airports

Drop Off Zones with **Pay Later** to maximise vehicle movement and revenue. Long and mid stay parking with **Pay in Advance** combined with Pre-Defined Products. Registered users on **Pay Now** to allow for frequent visitors.

Hotels

Improve the customer journey by creating one customer booking flow – book a room and book parking in the same session using **Pay in Advance** with Prebooking and Pre-Defined Products. Use **Pay Now** for regular users to ensure a smooth experience.

Hospitals

Combine appointment booking and parking booking in one action with **Pay in Advance** or Pre-Defined Products – "Appointment Parking". Use Subscriptions for staff parking and frequent visitor parking. Allow for registration before exit with **Pay Now** to ensure visitors can get into the building quickly, without worrying about parking.

RESERVATIONS BUILT FOR YOU

Retail

Use **Pay in Advance** for the most convenient spaces, contract and staff parking. Then use **Pay Now** for frequent visitors together with promotions to reward loyalty.

Town Centre

Pay in Advance with Subscription for permit parkers and prebooked Pre-Defined Products to maximise evening use of your car parks. Use **Pay Now** for registered users on Autopay. Create promotions to reward loyalty and integrate to full ecommerce platform into your current web presence.

Mixed Use

Use **Pay Now** with registered users together with promotions to create loyalty. Allow for registration before exit to ensure visitors can get into the building quickly, without worrying about parking. Use **Pay in Advance** and Pre-Defined Products for Dinner Tickets, Show Tickets, Day Passes.

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innovate.integrate.operate

GET STARTED TODAY!

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Get In Touch

If you have any questions, simply get in touch with your APT SKIDATA team.

T: 020 8421 2211
E: sales@aptskidata.co.uk