

DIGITAL PAYMENTS



APT SKIDATA

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THE DIGITAL REVOLUTION

TRADITIONAL CAR PARKS WERE ALL ABOUT CASH AND PAPER TICKETS. THIS WORKED FOR A LONG TIME, BUT REQUIRED BIG TICKET MACHINES AND BIG PAY MACHINES - WHICH ALL CAME WITH A LARGE NUMBER OF MOVING PARTS, MAKING THEM DIFFICULT AND OFTEN EXPENSIVE TO OPERATE AND MAINTAIN.

These car parks were seldom if ever developed with the customer in mind: while they were functional, they only offered one customer journey. Running costs were high, and revenues difficult to forecast.

Today, things are different. Now the customer experience is a major consideration, and innovations in technology - and the power of technology to integrate with wider ecosystems - is helping to transform the user journey.

Such innovation is not only found within the car park technology but also within the car parks themselves.

We are, for example, no longer just looking at a functional entry and exit, with functional payment machines.

Instead, we are looking at the customer journey and how we match technology to ensure there is a frictionless journey to match a variety of different customer needs. This is why the digitisation of parking is at the forefront of our minds.

Digitisation of parking means using licence plates as the default identifier which in turn means a move away from relying on paper tickets. There has also been a reduction in payment machines, and indeed in all types of associated hardware, in part caused by the



increased demand for mobile first, digitally-based product offerings to improve the customer journey.

This is enabling car park owners to adopt bespoke solutions for their customers, recognising that one size no longer fits all. It also recognises that those who fail to harness digital innovation are missing out on potentially significant additional revenues.

Providing a mobile first solution offers opportunities for all customer journeys to be accommodated: if a customer wants to pre-book a space, it provides a reservations platform; if a customer

wants to never use a pay machine, it provides an autopay solution. Offering different options that recognise different preferences - pay in advance, pay now or pay later solutions - allow different customer journeys to be managed and maximises car park usage. All of this provided mobile first.

Most customers want to interact through their smart devices, and car park operators need to respond accordingly, whether that's to accommodate a one-off customer using a 'pay by QR code' solution or a more regular customer with a permit. Doing so will mean customers will return, again and again.

WHY DIGITAL PAYMENTS



1

SIMPLIFY PAYMENTS

Offering digital payment options in addition to physical payment options increases the convenience of paying for your customers.

Multiple payment options simplify to payment process. Customers can choose how they pay, selecting the best option for them and how they use the car park.

Pay in Advance, Pay Now or Pay Later. Multiple options simplifying the way customers pay.

2

INCREASE AVAILABILITY

Giving your customers more payment options greatly increases the level of payments in your car parks.

Replace your P&D machines with digital payment solutions, add pre-payment options and outpayment options.

There are many customer journeys and our digital payment options increase the available journeys for your customers.

3

REDUCE COSTS

increasing the availability of digital payments reduces the reliance on physical payments.

This in turn can mean the reduction in physical payment machines and the maintenance needed to support those machines.

There will always be a need for physical payments, and adding digital payments will augment the payment options for your customer.

DIGITAL CHOICE

1

PAY IN ADVANCE

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.

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

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

2

PAY NOW

No App, no registration pay by phone in the car park using Mobile Pay. Anonymous payments bypassing the queues at pay machines.

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

PAY LATER

Deployed with our barrier-less freeflow solution giving you a completely frictionless solution, your customers can drive in, park, drive out and pay online later.

BENEFITS OF DIGITAL PAYMENTS

BRING YOUR PARKING ONLINE

BENEFITS TO YOU

Adding digital payment solutions to your car parks will extend your customer reach, increase your customer's convenience and boost your customer's visibility.

Add flexible entry points by seamlessly integrating parking into your web presence.

Market and sell spaces across your entire estate and offer a single account for your customers, simplifying the purchase process.

Manage bookings, quotas & tariffs in a single platform and know who your customers are before, during and after they have used your car parks.

BENEFITS TO YOUR CUSTOMERS

The simplest payment experience. For your customers this is about options.

Combining the best hardware options at entry & exit with the right digital payment solutions will enhance the customer journey, actively encouraging more customers into your car parks.

Your customers can book a space in advance, book a space for a month, pay in the car park, automatically pay when they are leaving or pay after they have left in the comfort of their living room.

Adding digital payments to your car park will give your customers the ultimate parking experience.



DIGITAL PAYMENTS COMPONENTS

INCREASE YOUR REVENUE, VISIBILITY AND CAR PARK OCCUPANCY



ONSITE SOLUTION

Entry & Exit hardware, physical payment hardware, dashboards and EV charging units.

Gates, barriers & ANPR cameras at the entry & exit.

Add payment machines for physical payments in the car park and pay on exit terminals for physical payments when customers leave to cover all bases.



SWEB

sweb is the platform covering all digital payment solutions.

sweb ecom will deliver the mobile first, pay in advance, registered users for pay now autopay, and the pay later platform.

sweb mobile pay will deliver pay by QR code in the car park.

The sweb platform is available anywhere using a web browser.



PSP AND ACQUIRING BANK

The third part of the solution is the transaction component.

We can integrate your choice of partner, or you can utilise our PSP and acquiring bank solutions, giving you the complete end to end solution.

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