

parkalot 

Human-Centered Workplace Parking Management

Outline

1. Problem
2. Solution
3. Case study



Problem

Problems with company parkings are huge and costly

- ⇒ Most employees prefer or have to travel to work by car (9/10 in the USA and 6/10 in UK).
- ⇒ Many employees are not allowed to access the company parking, which leads to lower morale and additional stress.
- ⇒ Parking rates are very expensive - both for the employer, who manages the parking, and employees, who have to rent park spots outside the company.
- ⇒ Even 30% of parking spots are unused due to lack of information about their availability and fixed assignment rules (e.g. based on seniority).

115M

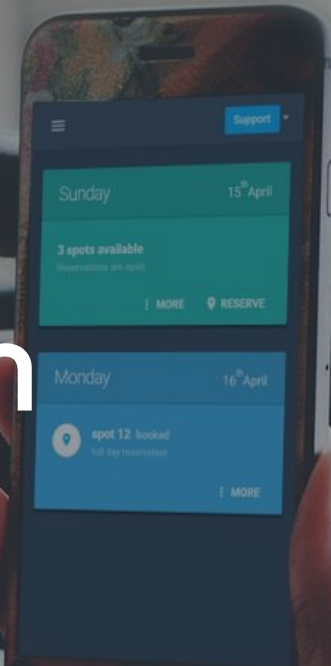
People commuting to work by car in the US

160\$

Monthly parking rental rate in the US (median)



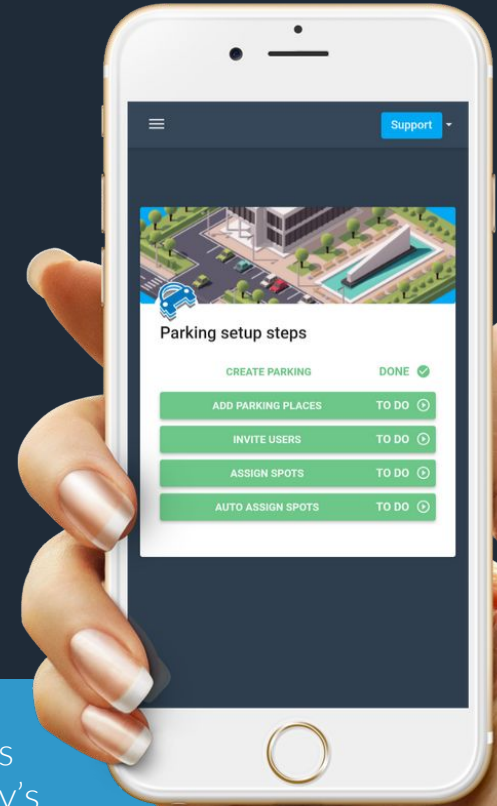
Our solution



Human-Centered Workplace Parking

Parkalot is a web-based solution for workplace parking management.

Its core technology is a booking system combining on-demand spot reservation for employees with pre-defined company's parking rules (e.g. fixed parking spots assignments, shifts, different user groups with various rights).



Works on any device and network.



Quick setup. No hardware required.



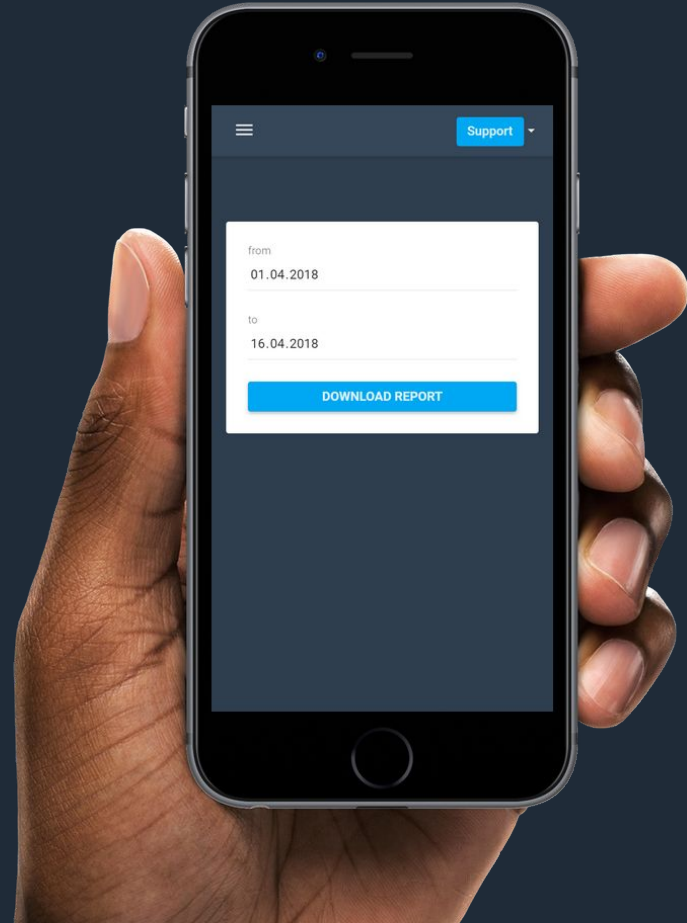
It easily adjusts to the company's parking rules.

Underlying magic

Parkalot App was developed based on the feedback from corporate parking managers across the world. As a result, it is extremely customisable and able to deal with the vast majority of the customer requests.

Some of the existing features:

- ⇒ Fixed, on-demand or random spot assignment rules
- ⇒ Multiple groups of users and parking spots
- ⇒ Parking shifts (daily, morning / afternoon, hourly etc.)
- ⇒ Waiting list
- ⇒ Parking rules violation reporting
- ⇒ Parking usage analytics



How it affects the bottom line and job satisfaction



Benefits for the employees

- Improved work satisfaction
- Enhanced parking availability
- Less stress
- Time saving



Benefits for the employer

- Improved employees satisfaction due to increased parking availability
- Alternatively, cost saving thanks to reduced parking space

Case study



Parking at Willmott Dixon - problems

About the Client

Willmott Dixon is a well-established UK construction company. While having offices all around the country, their headquarters are located in Letchworth near London.

Parking problems

Letchworth campus parking cannot simultaneously fit vehicles of all the employees. Besides, the headquarters are often visited by colleagues from other locations, and parking isn't something you want to focus on when organizing a business trip.

Previous solution

Previously, the parking was semi-manually managed by the administrative staff. While this approach worked, it was time-consuming, required a lot of judgement, and was a "race for the parking places".

Parking at Willmott Dixon - solution

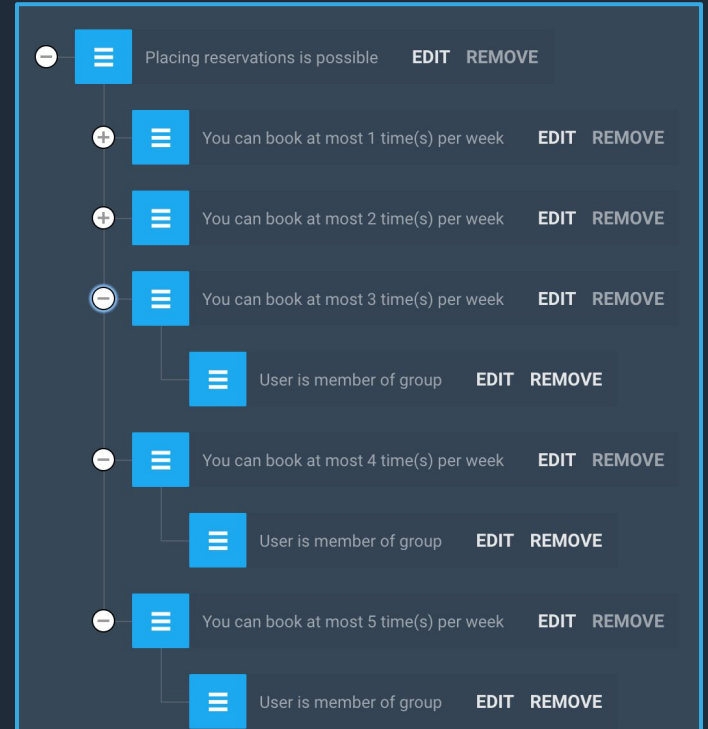
Solution

To solve our customer's problem, not only we delivered a parking booking application, but we also worked together to define reservation rules in the application. The setup turned out to be pretty straightforward yet efficient.

Employees were split into 5 groups, based on commuting alternatives and other factors. Group 1 can book a spot one day every week, group 2 - two times per week etc.

Implementation

After a successful pilot with 20 users, the solution was deployed for the whole office.



Parking at Willmott Dixon - effects

The current state after the full implementation of Parkalot

- 1) Users don't race to grab as many spots as possible, rather pick the days they prefer.
- 2) An average session in the application takes 17 seconds. It's not time-consuming.
- 3) We handle 2 parkings within the campus. By default we book the best place available.
- 4) Because parking spaces are precious, users receive an additional email reminder the day before their reservation takes place. They can then cancel the reservations if they know they will be absent.

Parking at Willmott Dixon - testimonial

“I would highly recommend Parkalot.

We use the system to manage the booking of our parking spaces and hot desks. The system is very easy to use and can easily be accessed on a mobile.

The team at Parkalot are very helpful and quickly respond to any queries. The team were happy to look into making changes to the system so it worked better for our needs.

Parkalot is cost effective and using this system has saved our receptionist so much time!”

Chelsea Langston-Lloyd

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