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DESIGNA

FREQUENT PARKER MODULE

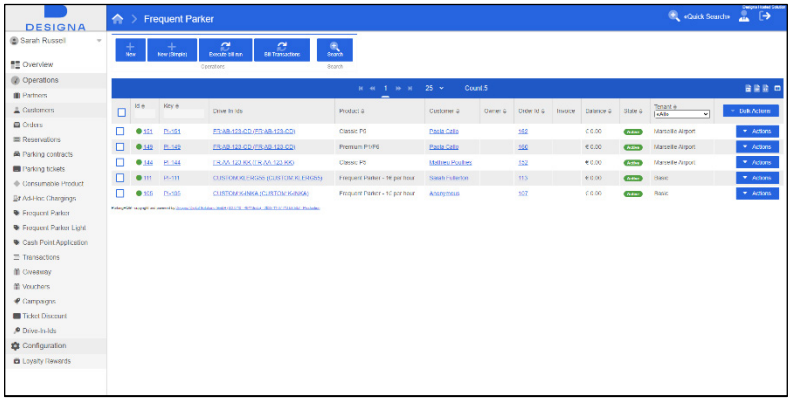
Frequent Parker Module: Convenient online booking and flexible use of parking products

The DESIGNA frequent parker module offers an administration portal and a website for the complete digital processing of parking products, from booking and sending to administration. The Frequent Parker card is also multifunctional, e.g. it can be used for parking in various car parks and can also be combined with other services, such as visiting the canteen. The individual parking actions are summed up and then conveniently billed as a collective total. As a car park operator, you benefit from web-based back-office administration with automated invoicing processes and workflow-supported contract management. And customers also benefit, as they have a customer portal for registering and managing their own access authorisations - 24/7!

FEATURES

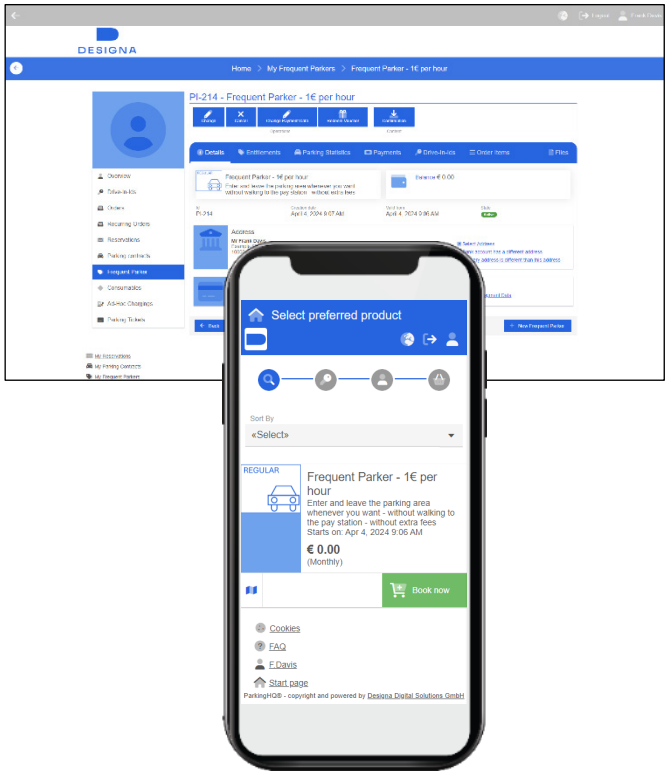
Administration portal

- Administration of frequent parkers with a central back-office application
- Fully digital sales channel for season parking contracts
- Secure and simple online payment with certified payment service providers
- Management of registered customer profiles
- Management of frequent parker contracts (prepaid and postpaid):
  -Flexible pay-per-use contracts
  -Automated debiting for customers
- Integrated workflow for process optimisation
- Automated and efficient billing processes
- Reporting on products, customer details, sales and capacity utilisation, including export functions (e.g. XLS, XML)



Customer portal

- User interface optimised for smartphones, tablets and browsers
- Customers manage their own parking authorisation (registration, payment, renewal)
- Selection of an individual identification medium for entrance and exit, e.g. QR code or licence plate
- Use parking products flexibly, e.g. for different car parks and at different times
- Information, e.g. on payments, is available online 24/7



ADVANTAGES FOR CAR PARK OPERATORS

- Reduced costs by outsourcing administration activities and accounting
- Cost and environmental benefits by substituting paper short term parker tickets
- Customer acquisition and an increase in sales through a fully digital sales channel for Frequent Parker contracts
- Analyses via administration portal with reporting and administration

ADVANTAGES FOR CAR PARK CUSTOMERS

- Convenient booking and managing of Frequent Parker authorisations and contracts online
- Selection of an individual identification medium for entrance and exit, e.g. QR code or licence plate
- Time savings by summing up individual parking transactions for a total invoice
- Automated billing processes, e.g. monthly debiting from a credit card account, thereby eliminating the need for inconvenient payments at automatic pay stations or pay desks
- One medium for several functions: Versatile use of the Frequent Parker cards for parking as well as for consuming other products, such as cashless payment in canteens
- A self-service customer portal ensures that information, e.g. on payments, is always available online - 24/7
- Full control over transactions by managing their own customer profile (registration, bookings, contract data, cancelations)
- Electronic invoice can be downloaded from the customer portal

OPTIONALLY EXTENDIBLE

Designa ADD-ON-MARKETING

- Acquire key customer information for analysis and targeted marketing campaigns
- Operate customer loyalty programs based on customer profiles
- Run and manage marketing campaigns on your own for registered customers (e.g. giveaways, vouchers for discount campaigns)

Designa ADD-ON-B2B

- Combination with partner offers: Grant business partners limited access to the back office to make bookings for their own customers (e.g. for car hire services or incorporated stores)

SYSTEM REQUIREMENTS

- ABACUS system, version x21 or higher
- Concluded e-commerce payment processing contract with a certified payment service provider
- Secure connection to Designa DATA CENTER

CONTACT

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