

Upgrade the parking
experience for customers,
drive loyalty and advocacy



Better experience
Drive loyalty
Increase engagement

Transform the experience for your regular parkers and secure the financial benefits of stronger key customer relationships with ParkCharge, ADVAM's online account-based parking platform for managing frequent parkers.

**Secure the benefits
with the way to pay**

Take your relationship with your customers to the next level



ParkCharge is an account-based parking platform designed to turn your casual parkers to loyal customers. It enables your customers to easily register online, creating an account for seamless payment and entry/exit of your car park.



With ParkCharge, your customers sign up for an account, select the payment method, based on the options you have provided. Once registered, entry and exit to the car park is hassle-free. The parking fee is automatically deducted from their account and paid to your preferred bank.

By having a relationship with your customers, you get to know them better, giving you the opportunity to provide incentives for their next visit. Your customers receive a better experience turning them into loyal, advocate customers.

Taking your customers' experience beyond parking

ParkCharge equips you with the tools to turn your casual parkers to loyal customers. Through its extensive features, you are able to give your customers a seamless parking experience and more.



Fully featured account management portal

- Configure access to meet a user's preferences such as charging options and specific car park access
- Send SMS and email notifications for account reminders
- Access customer details, transaction and movement reports

Product & pricing management

- Create different types of products and manage pricing efficiently
- Create products to suit customer preferences, driving loyalty further
- Provide membership customers with special offers and incentives for parking

Easy to use, user customer interface

- Simple registration process for your customers, with minimum click to complete navigation
- Customer portal allows your customers to manage their account, change details, view transactions and receipts
- Align with your branding and enable login with Social Sign On

Third-party business tools connection

- Managed integration with your CRM or BI tools
- Combine customer data with your business data to tailor offers, incentives and rewards to maintain and deepen loyalty

Seamless entry & exit

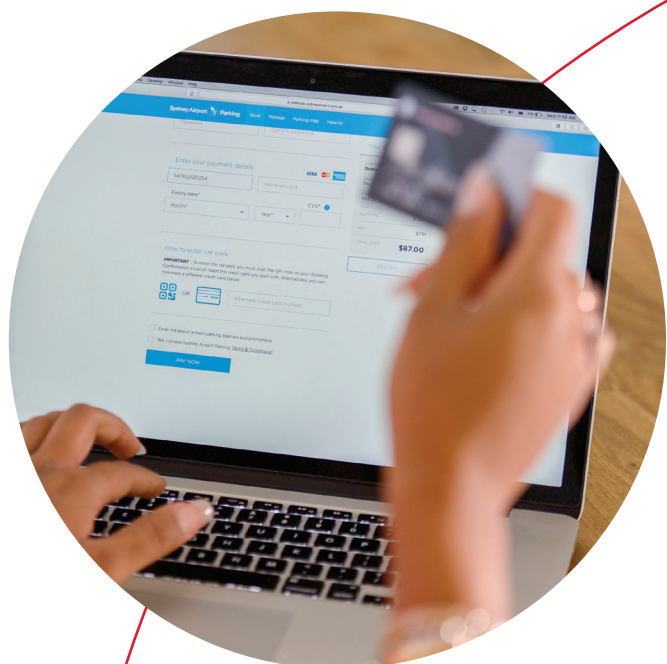
- Supports multiple access control methods including bar code, QR code, ANPR/LPR and toll tag
- Allow your customers to add their pass to their digital wallet

Flexible payment options

- Remove the hassle of physical payments
- Provide different charging options to your customers – prepaid with auto top-up, postpaid or PAYG

The way to pay

- Secure and fast payment through the ADVAM Gateway
- Enable payment by all major cards



ParkCharge - benefits for you, benefits for your customers

Manage the parking needs of your regular customers and they will reward you with loyalty and advocacy.



Benefits for you ...



Powerful data

Learn more about your customers, create solutions to meet their needs.



Stronger engagement

Improve the relationship with your customers by providing a better experience and securing long term loyalty.



Reduced administration burden

Eliminate manual permit management, manual sign-up forms and account reconciliation.



Increased loyalty

By removing the friction of paying for parking, your customers are less concerned about how much time they have parked for, the time wasted queuing at a machine, or finding cash to pay. The improved experience leads to increased loyalty and higher customer value.



Comprehensive integration

Connect to your CRM and BI systems to understand more about your customers, to assist in delivering better products and pricing and future planning.



Benefits for your customers...



Fast and easy registration

The simple to use registration tool, makes it easy for your customers to register and use the system.



Membership portal

Customers are able to log onto their account, update personal and vehicle details, change payment information, access transactions and receipts.



Seamless payments

Remove the friction of paying for parking, delivering a better experience and turning your customers to loyal parkers.



Improved experience

The improved journey, makes parking a lot easier, removing the burden of manual payments and a rewarding experience through exclusive access to incentives and special offers.

ParkCharge –
the perfect solution for...



Parking
operators



Shopping
centres



Airports



Leisure &
entertainment



Local
Government



Health



Education



ADVAM –
it's the way to pay.

Standard features and premium options at a glance

Feature	Standard	Premium
Front-end look & feel		
Standard website design Manage your front-end design to keep your branding, look and feel	●	–
Non-standard website integration Integrate your front-end via API to allow connection to other data and information	–	●
Seamless entry & exit		
Managed integration to your access control hardware Supports multiple access control methods (barcode, LPR/ANPR, RFID, MAG , TAG)	●	–
Connect to digital wallet Enable consumer to add digital access pass to their digital wallet	–	●
Account administration & management		
Manage & configure account structures Add and edit account car park site details. (Details, ABN, Address, Contacts, Tax Rate)	●	–
Manage CPMS barrier settings Manage the parameters for entry and exit for single or multiple site car parks using the admin functionality	●	–
Generate manual events & charges Have the ability to manually process staff's parking payment at entry/exit when required	●	–
Create parking permits Create, view and edit monthly parking permits	●	–
User account management		
Manage user access & identities Define and link specific car parks to user accounts	●	–
Manage user accounts Manage user's available parking credits, login details, status and alerts	●	–
Card replacement functionality Customer has an option to request for their lost card via their online account	–	●
Email communications Email templates for account reminders or notifications	●	–
SMS communications SMS templates for account reminders or notifications	–	●
Advanced notifications Create tailored email and SMS templates and schedule notifications	–	●
Manage & view customer transactions Search customer transactions and adjust account balances	●	–
Social sign on Customers can log in using social credentials including Facebook and Google	–	●
Promotions		
Targeted promotions Offer a promotion to a target group of customers. Assign promotional offer to a targeted customer/group of customers	–	●
Tailored promotions page Create and modify the look and feel of your promotions page	–	●
Highly configurable Have the flexibility to set-up your promotion based on duration, time frames and redemption rules	–	●
Promotion group management Manage customers targeted by your promotion and report on their response	–	●
Payment types		
Major credit cards accepted	●	–
Provide different charging options Customers can select their preferred payment option for their parking (Prepaid, Postpaid, Pay in Centre, pay as you go)	●	–
Reporting		
Reporting suite Create your own reports using a range of filters and custom report templates	●	–
Business tool integration		
Integrate to third party business tools Data feed or API integration to tools such as CRM systems	–	●

ADVAM — we're transforming payments around the world



Easier for consumers, better for you

ADVAM solutions make it easier for consumers to buy the things they need — reliably, efficiently and securely. That means our clients secure the benefits that flow from providing their customers with better payment experiences.

Truly multi-channel

Our product suite is truly multi-channel — online, mobile, unattended and via digital wallets. It's a user-centric approach that's right for everyone — wherever they are, and whichever way they want to pay.

Seamless transactions

Our secure and compliant solutions not only deliver powerful and positive consumer experiences, they also ensure our clients get real business benefits from seamless transaction processing.

Global strength

From our offices in Australia, the US, and the UK, and with customers and acquirer links in over 20 countries, our client portfolio includes globally leading enterprises and public sector departments. We provide our clients with 24/7 local support, and we meet the industry's highest standards of security and compliance.

Broad expertise

Our sector expertise includes airports, parking operators, shopping centres, local government, health, education, entertainment and self-service organisations. Our experience means ADVAM clients benefit from our in-depth industry knowledge.

Part of a worldwide business

ADVAM is a TNS Company. TNS provides global data communication networks enabling clients to interact and transact with other businesses simply and securely.



Request a demonstration — go to advam.com/demo

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