

RPX-PARKING RETAIL CAR PARK MANAGEMENT

Whether your offer free or chargeable parking, it can be open to abuse if not managed correctly. Vehicles being left for longer than the designated time, non-customers parking their vehicles and going elsewhere or staff parking in customer designated zones - an effective ANPR system can monitor, manage and protect your facilities.

Our ANPR systems can alert you to unwanted visitors as soon as they enter your facility. Known and suspected criminals and those barred from the site can be quickly identified and your loss protection or security team alerted.

Security

Real time alerts can be sent to key staff on site enabling them to deal with situations proactively. Overview images can be taken of vehicles so not only do you have the number plate but the make, model, colour and even a view of the driver.

A reporting system enables you to review your car parks recent data including; number of visitors, alerts, set exclusion lists and add notes to captured plates.

Control Overstays / Non Customers

- Car park management
- Increased security
- Automatic warnings of unauthorised vehicles
- Improved customer experience
- Reduced staff costs
- Management reports
- Identify repeat visitors & parking patterns



The Customer Experience

The importance of car parking facilities and the availability of parking spaces should not be underestimated. As well as ensuring your car park is not abused an effective ANPR system can ensure that genuine customers have a positive experience.

Monitoring busy and quiet periods will allow you to adjust staffing levels and open overflow areas. Clear navigation and maximum stay times will ensure a turnover of spaces in keeping with what might be expected for the size and makeup of the retail / leisure facility. A tiered parking solution can also be catered for allowing VIP customers to be greeted and directed to separate areas with the use of electronic signage or personalised text messaging. ANPR can also be positively advertised as 'offering protection' to users.

Marketing Data

Marketing data can be extracted providing vehicle numbers, busy and quiet periods as well as average dwell times - all of which can be used for identifying opportunities and future planning. Repeat visitors can be identified and integration with loyalty or membership schemes possible.

Customise Your Needs

We can talk through your site management and security needs with your team and provide practical solutions and advice to help you deliver the appropriate system for your site. We have a flexible and resourceful approach and the best offering for multi-site retailers suffering from more sophisticated types of retail fraud and crime.