



## An established, independent off-airport parking operator

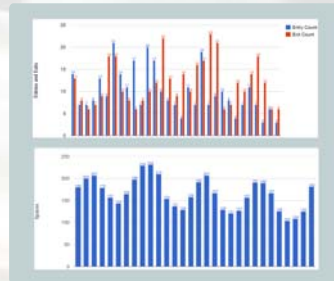
Standed Off Site Parking was acquired by Owen McKenna in 2010. Owen's background as a golf pro and club owner has brought a different perspective to running an off-airport parking business.

"When the opportunity to take over this business came about I just looked at it and thought that we had a chance to do something different here. I'd spent the last 11 years running a busy golf club and figured that the one-to-one customer service that we offered as golf pros could be used to provide a great parking service at Standed Airport."

Owen's only experience with airport parking had been as a customer. "We didn't know anything about running a car park when we started but we knew lots about customer service" Owen says.

"We figured out pretty quickly that we needed a system to organise all of the customer bookings so, with the help of a family friend, we built a spreadsheet-based system. Every time a customer made a booking, whether it was from our website, on the phone or through a booking agent, we added it manually to the spreadsheet, and used some filters and graphical displays to help us organise the operations each day. All of the check-in sheets for the customers were hand-written as they were due to arrive."

Although the spreadsheets worked, they were time consuming to manage, especially when the bookings from agents started increasing. "We even had to connect to the office when we went on holiday just to make sure that all of the bookings had been added to the system" Owen continues. "We knew we had to find a better way to manage our car park, and that's when we decided to use Inkara".



## Using online parking software

The Inkara online parking software has been configured to provide Standed Off Site Parking with:

- A secure booking tool on the existing Standed Off Site Parking web site with online payments
- Comprehensive back-office software to manage tariffs, agents, bookings and block parking
- Operations tools to help the customer-facing staff
- Reports and analysis to assist resource planning
- Automatically imported bookings from numerous online booking agents
- Full reporting suite; including real-time graphical reports for use by operations staff
- Automated paperwork generation for daily logistics and customer arrival
- Tools for generating additional revenue

Inkara has been integrated with the existing Standed Off Site Parking website providing a quick, straightforward and cost effective solution. Bookings can be made online where card transactions are processed securely and settled directly into Standed Off Site Parking's bank account.

## How Inkara has helped SOS Parking

The automation of many everyday tasks such as travel agent booking imports and generating operational reports for the staff to use has dramatically reduced the administration overhead of the business.

"We have been able to spend that time talking to new agents, generating new revenue streams that we might have missed out on previously" Owen says. "Both staff and managers find the software incredibly easy to use with all of our information just a few clicks away and we are able to use the reports to plan our staffing requirements more efficiently, helping to control our costs and ultimately saving us money".

Owen also appreciates the helpdesk service provided. "The guys at Arepo are easy to talk to, provide a great, responsive service and have been on hand to discuss what we need. Their many years of experience working in the parking industry is clear as they really understand our business. We're now looking at other ways that the Inkara software can help us".

The Inkara Parking software has been developed by Arepo Solutions. Arepo's staff have been developing software and services for the parking and transport industry since 1999.

To chat about the ways in which online parking software can help your business please get in touch:

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