naviparking® × Hampton by HILTON™

DIGITIZATION OF A PARKING LOT THAT
TRANSFORMS THE HOSPITALITY

DIGITAL TRANFORMATION CASE STUDY

Example of Hampton by Hilton Mokotów

IMPLEMENTED SOLUTIONS

cyfrowyparking od naviparking®   **navipay™**

PROJECT OVERVIEW

- The presented case study examines NaviParking's deployment of NaviPay and NaviParking Manager at Hampton by Hilton Mokotów.

- The customer – i.e. administrators of the Hampton by Hilton Mokotów parking lot – struggled with deficiency of control over the use of parking spaces. For this reason they wished to prevent revenue leakage and additionally improve the overall satisfaction of their clients. Another goal was to improve the service of parking processes for the hotel's reception.

- To address these problems NaviParking provided the hotel with NaviPay and NaviParking Manager (two digital solutions: for drivers and parking lot's administrators). The deployed hardware consists of IoT (Internet of Things) devices.

- To maximize the revenue and improve client experience by making reservations and buying subscriptions at the Hampton by Hilton parking lot, the facility was added to the website cyfrowyparking.pl.

- The NaviPay and NaviParking Manager parking solutions proved effective in optimizing parking processes.

🅿 About the facility

Hampton by Hilton Mokotów – a three star hotel at Postępu 7 street is located in the middle of Mokotów – one of the most renowned business districts in Warsaw, Poland. The facility offers 163 guest rooms, three conference rooms on 129 square meters and a fitness center ready to be used by hotel guests.

The hotel disposes of an indoor parking lot with 72 available parking spaces (58 indoor spaces at the level -1 and 14 outdoor spaces at the level 0) which are available to the hotel guests and (to a lesser extent) to external drivers. It is worth highlighting that the Hampton by Hilton facility is placed in a strategic area of the city which makes it an attractive place to park a car – it is in the immediate neighborhood of Platinum Business Park, Galeria Mokotów shopping mall, multiple lines of public transport and in a close distance to the Warsaw Chopin International Airport.

⚠ Identified challenges, needs and objectives to be achieved

While using the previously existing traditional parking solution, the customer identified a problem with monitoring the traffic at the parking lot. After some time it resulted in substantial revenue leakage. The customer also diagnosed a recurrent problem of losing paper tickets by hotel guests (especially by those who were staying at the hotel for more than one day).

According to the client's wishes and needs it was decided to deploy NaviParking's in-house developed software in the hotel's parking lot: NaviParking Manager (for the administrators of the facility) and NaviPay
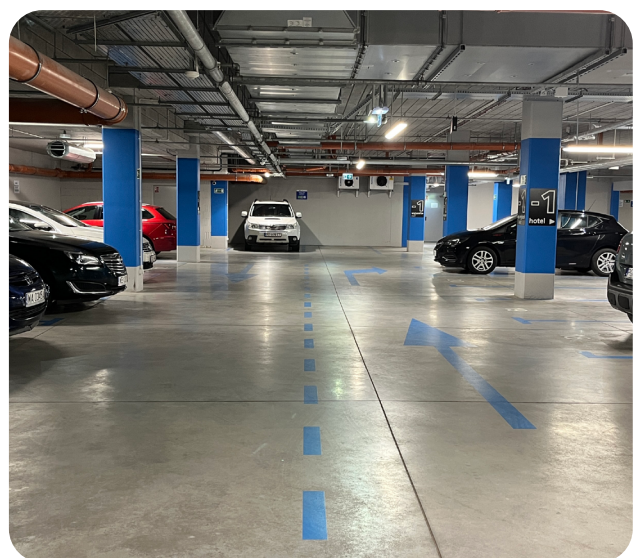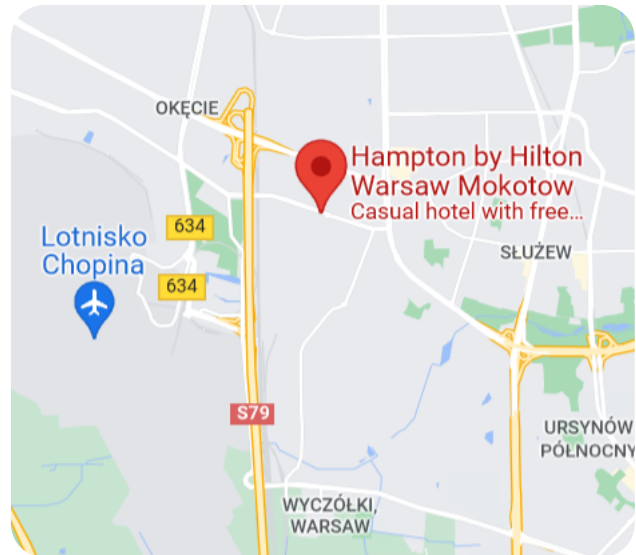
(an application for drivers). The NaviParking team came up with an idea to upload the Hampton by Hilton parking lot to the list of facilities available at cyfrowyparking.pl in order to boost the monetization of the parking spots.

In the broadest perspective, the NaviParking team aimed to expand the scope of digital tools available at the Hampton by Hilton Mokotów parking lot, turning it into an even more convenient, attractive facility. Among the new features were going to be: on-line payments and virtual tickets in place of the paper ones, full insight into the occupancy rate (only for the administrators), automatic and contactless exit and entry from the parking lot and increased level of security. In the long term perspective these steps were meant to improve the customer experience, increase monetization of previously unused parking spots and prevent revenue leakage.

## 💡 Solution: NaviParking and NaviParking Manager

Before the implementation of NaviParking's products, at the entrance to the Hampton by Hilton Mokotów parking lot existed a traditional parking management system con-

sisting of barriers, intercoms and a server at a reception desk. There wasn't any advanced software that was used to manage the parking lot.

To address these challenges NaviParking decided to use the following **software**:

- **NaviParking Manager** – a program designed for a parking lot's administrators and managers. It gives full insight into data describing statistics (e.g. traffic at the facility, occupancy rate) and previews of each transaction.

- **Cyfrowyparking.pl** – multilingual platform offering parking reservation and subscription services.

- **NaviPay** – a mobile application that allows external customers to pay a parking fee from a phone (in the form of a digital ticket) and enter a parking lot contactlessly.

When it comes to **hardware**, NaviParking installed at the Hampton by Hilton Mokotów hotel the following equipment:
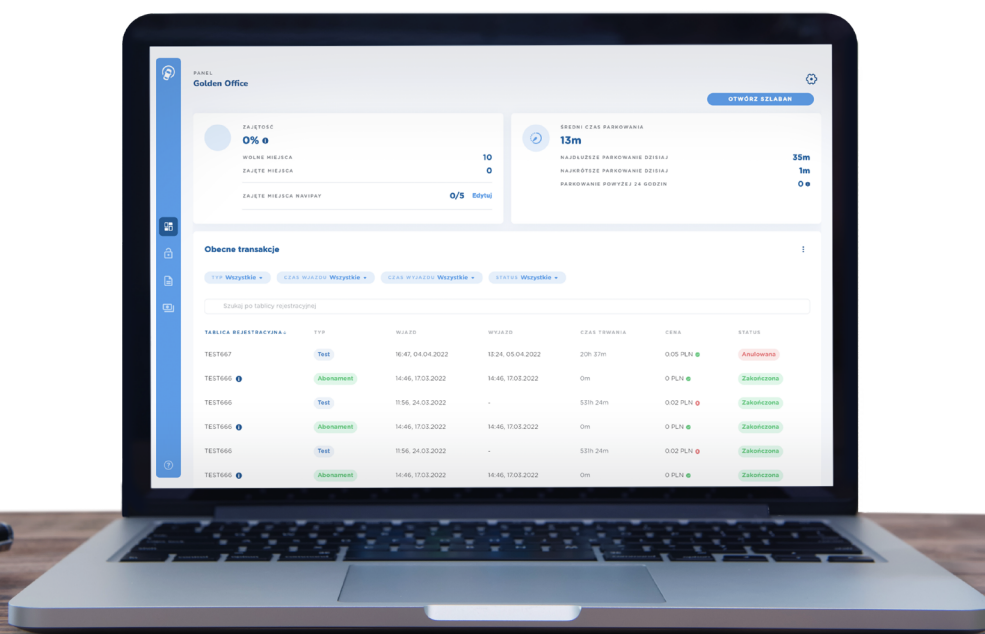
- **NaviController** – among the main functionalities we can highlight: QR code readers (and other peripherals), cloud connectivity via LTE, WiFi and Ethernet, Bluetooth connectivity, multipurpose inputs and outputs for third-party integrations. The in-house designed tool is an additional layer of software and hardware gathering signals from the sensors next to the barriers and from the QR code readers. Thanks to that a given solution is not fully dependent on the Internet but the crucial processes can be also done offline.

- **ANPR cameras** – their main function is character recognition on the license plates.

- **QR code readers** – used as a back-up for opening a parking lot in case of malfunction of cameras.

🔧 Stages of deployment

In the first place NaviParking signed the contract with the managers of Hampton by Hilton on 19th January 2022. After visualizing the hardware that was presented by NaviParking, the general manager of the hotel approved their future use. Installation of the hardware started with the beginning of April 2022 which was followed by its configuration. The digitized parking lot at Hampton by Hilton Mokotów opened on 19th April 2022. The very same day NaviParking organized a special training for the hotel's staff, so they could use NaviParking Manager correctly.

On 26th April 2022 the parking lot at the hotel became available at the platform cyfrowyparking.pl in order to encourage the external users to leave their car at the facility.

😊 Obtained results

The deployment of NaviParking's digital products was finalized successfully and without any delays, addresing the highlighted challenges. What is more, based on the feedback, the solution proposed by the NaviParking team fully responded
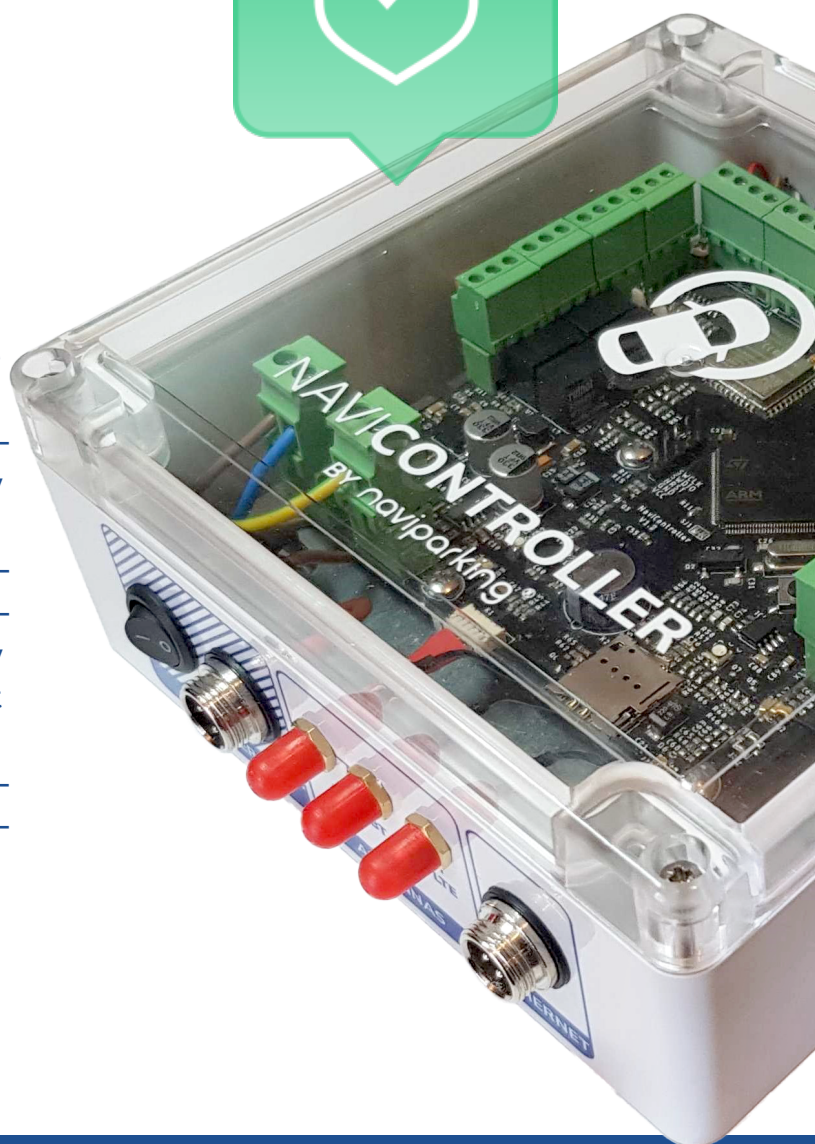
to the expectations of the client. With the use of NaviParking Manager the parking lot's administrators gained full insight into the real-time traffic and occupancy rate at the facility, a table with a preview of current and past transactions, a possibility to whitelist and grant special passes to certain groups of users and download statistical reports. The challenge with the revenue leakage was tackled satisfactorily, i.e. the entry and exit to the facility became monitored 24/7 by the cameras, so each of the license plate's numbers is read and saved in a dedicated database. As a result, drivers who want to leave the parking lot are first obliged to pay the charge for their stay. What's more, NaviParking configured the entire system in a way that a stay that is shorter than 15 minutes is free of charge and doesn't require any validation. The option was designed for taxis and maintenance vehicles.

The paper tickets were replaced by their virtual equivalents through NaviPay or (for the drivers who don't use the application) by reading and saving the numbers of license plates by ANPR cameras. In this regard the digitization strongly contributed to saving drivers' and staff's time that was formerly spent on manual validation of the stay.

> **Guests who have already had the NaviPay app react very positively to it.** On the other hand, guests who come and have their first experience with the NaviParking system and later see that there is a separate application, declare: "I will continue to use it, because it is a great option." The opinions are definitely positive.

ANNA LOGINOVA
Guest Operation Manager
@ Hampton by Hilton Mokotów

> **The NaviParking team onsite was agile and reacted quickly;** the solution was implemented within the deadline. The biggest value was to hear feedback from the hotel reception – after the first month they told that the system improved all the parking processes, made their life easier and improved monetization at the facility.

MATEUSZ BRZOZOWSKI
Business Project Manager @ NaviParking

💡 Lessons learned

✓ The NaviParking team proved that adding digital products to the existing parking system can solve major problems such as revenue leakage or losing paper tickets.

✓ Successful digitization of a renown facility substantially strengthened the position of NaviParking as a reliable business partner. NaviParking proved that the most crucial thing in the process of parking lots digitization is tailoring the solutions to the customer's needs.

✓ NaviParking delivered an effective digital tool that facilitates access to the data and improves the workflow at any hotel reception desk.

✉ **Contact us**

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