

Frequent Parker Program

Web-Based Reward System



Reward loyal customers while enticing them to continue returning to your facility. Amano McGann's Frequent Parker Program is a web-based reward system allowing repeat customers the opportunity to earn free parking through point accumulation associated with each parking stay.

The Frequent Parker platform seamlessly integrates with Amano McGann's parking access and revenue control system and works cohesively with any facility website offering consistent branding and real-time account information. Patrons simply log into their Frequent Parker Account to view availability of points and specify dates and amounts of redemption for a seamless parking experience. Through the use of Card Access and Credit Card on-file Modules, patrons now have the ability to enter and exit the facility with the use of access control media in lieu of a parking ticket.

Features

- Each facility can determine point values and how points are accumulated
- Comprehensive reporting for superior control
- Reward loyal customers or corporate accounts with free parking
- Cashless payments
- Rapid entry and exit delivering increased throughput
- User account management via the facility's website for ease of use and access anywhere
- Program can be branded with the facility's logo and program name
- Detailed receipts automatically sent via email or patrons can log into their account and download from the website

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Frequent Parker— In, Out, and On Your Way!

- 1** Parkers create an account via the facility's website by providing personal information, credit card information and primary vehicle details.
- 2** Each member is issued a Frequent Parker card linked to the individual account and credit card that was placed on file. This credential is issued and activated by the Parking Operator. The card allows members to quickly and easily enter and exit the site's parking facilities through designated readers and/or lanes.
- 3** Upon exit the patron uses their Frequent Parker card in designated lanes, their credit card is automatically charged, a receipt is emailed and the account is updated with any points earned or redeemed.
- 4** Frequent Parker members can log onto their accounts at any time to update their profile, add/change credit cards, make reservations, check point balances or redeem points.

Benefits

- Captures more customers from off-airport competition
- Improves customer service
- Expedites entry/exit functions
- Reduces staff operating costs and consumables including ticket stock and receipt paper
- Secures revenue by charging a credit card-on-file
- Provides parking management an automated tool to generate new and loyal customers, as well as retain existing customers

Reporting Capabilities

Operators gain valuable insight for improved processes with a variety of reporting capabilities including: Points Reports to view points earned and redeemed, Frequent Parker Visits tracking when the enrolled patrons are parking at the facility, Frequent Parker Revenue Report to review revenue generated by enrolled frequent parkers, and Frequent Parker Activity/History reports reviewing enrolled patron's activity, redemptions and bonus points.