

# Premium Parking scales up and improves customer parking experience with advanced analytics

## Company Summary

Premium Parking is a technology company, a parking operator, and network of parking advisors specializing in gateless digital parking. Premium Parking was founded in 2005 with the goal of building not the biggest, but the best parking management company. Premium has grown to over 650 locations in over 50 markets across the United States.

Premium's GLIDEPARCS® gateless cloud-based management platform is available nationwide with customized solutions for a diverse group of industries: from commercial, residential, mixed-use and retail to healthcare, universities and more. In addition to its mobile apps, Premium offers proprietary TextPay and CameraPay options as the industry's fastest way to pay without installing a mobile app.



### INDUSTRY

→ Technology

### SEGMENT

→ Private

### REGION

→ NAMER

## THE CHALLENGE

### Slow and inconsistent support hinder the customer experience

As a fast-growing parking technology company, Premium Parking was looking to address issues that were hindering the customer experience. A major issue was that some customers had difficulty paying for their parking. The third-party support vendor was outsourced to an offshore company, and the support was often slow or inaccurate.

Premium Parking sought a U.S. partner who could provide not just 24×7 support but also had experience optimizing multiple tools and a deep technology stack. With its projected growth, Premium Parking wanted to gain efficiency with both training and ramp time as it scaled.

Premium Parking also sought a comprehensive dashboard to provide both overall and deep-dive analytics to enable actionable insights and to get ahead of issues during this period of high growth. With a need for a contact center platform and a lack of internal expertise to build and manage one, Premium Parking turned to CloudHesive.

## THE SOLUTION

### Integrating Amazon Connect with machine-learning-powered data analytics and streaming data analysis

Premium Parking chose the Total Care package from CloudHesive, enabling CloudHesive to build and manage the infrastructure for the company. The per-user monthly fee made budget forecasting easy, and Premium Parking gained a fully managed, scalable cloud call center with reporting that delivered actionable insights.

The CloudHesive professional services team focused on Premium Parking's key needs: a comprehensive and scalable contact center solution with advanced analytic dashboards, delivered within ten weeks, that saves on costs and improves the customer experience.

The solution deployed Amazon Connect, the AWS call center solution, as well as CloudHesive's ConnectPath, a contact center as a service solution powered by Amazon Connect that combines a full-featured agent dashboard with a library of cloud services. CloudHesive also integrated with Amazon Contact Lens, a machine learning (ML) solution that provides contact center analytics and quality management capabilities, and an Amazon Lambda function connected to Amazon Athena for interactive data analytics, Amazon QuickSight for data visualization, and Amazon Kinesis for speedy streaming data analysis.

The solution integrated Freshdesk customer relationship management (CRM), a solution that populates agents' screens with customer account information, and the entire solution used Amazon Simple Storage Service (Amazon S3) for storage.



## THE BENEFITS

### Enabling real-time data insights with comprehensive dashboards at lower cost

The CloudHesive professional services team were able to scope and deploy a custom solution in just ten weeks. Call volume dropped from about 16,000 calls per month to just 13,000. While this initially caused concern, the Premium Parking team determined that the drop in call volume was actually due to an increase in the first call resolution rate, meaning customers were no longer abandoning calls and calling back a second time. The abandonment rate drop from 30% to just 3% confirmed this.

The solution not only saved costs with per-user monthly pricing, but it also enabled Premium Parking to scale with organizational growth.

## Services that Drive Success

### MANAGED SERVICES

- Complete, end-to-end monitoring and management of the Amazon Connect environment
- Managed backups and oversight
- Governance of the production environment

## Customer benefit summary

- Abandonment rate decreased from 30% to 3%
- Call volume reduced by 20% due to more successful first call resolutions

## CloudHesive technologies used

- Cloudhesive Total Care

## Third-party technologies used

- FreshDesk CRM



### FORT LAUDERDALE HEADQUARTERS

2419 E. Commercial Blvd, Ste. 300  
Ft. Lauderdale, Florida  
USA

### DENVER

4700 S. Syracuse St. Ste. 600  
Denver, CO 80237  
USA

### BUENOS AIRES

Av. Del Libertador 6680, Piso 6  
CABA, Ciudad de Buenos Aires  
Argentina

### SANTIAGO DE CHILE

Cerro El Plomo 5420 SB1, Oficina 15  
Nueva Las Condes, Santiago  
Chile

### BOGOTÁ

Carrera 13 #76-47, Ste. 1601  
Chapinero  
Colombia

+ 1 800 860 2040  
sales@cloudhesive.com  
[cloudhesive.com](https://cloudhesive.com)