

# ANNUAL CSR REPORT 2023

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We  
Develop  
Quality

Urban liveability



# SEAMLESS PARKING SERVICES

## Ambition

Our ambition is to enhance seamless parking with our digital access and payment services.

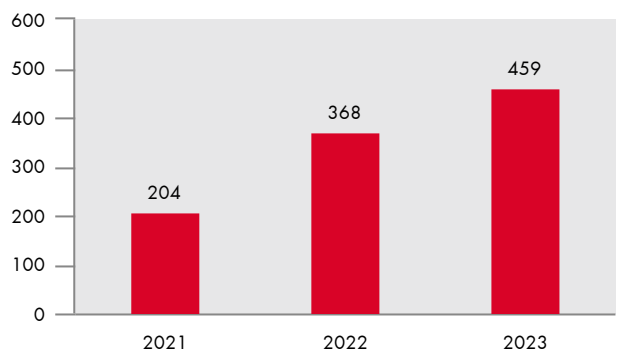
## PaSS

Digitalisation of many of our business activities is a true enabler for the future development of our operations, including providing innovative services for landlords, partners and customers. Our proprietary ecosystem, platforms and portals enable us to facilitate the customer journey, in both the virtual and physical sense, from the comfort of the home to the final destination.

Our back-office operations run on an extensive digital infrastructure which seamlessly integrates with our front office (websites, apps and parking facilities) where we interact with partners and customers. For example, to find parking solutions online, order a season ticket, pre-book a parking space, access and pay for parking based automatic number plate recognition, or open a pedestrian door with a QR code.

We implemented the first iterations of PaSS in 2020 and can now consider our PaSS platform mature. It forms the basis of all our parking products, from season tickets to pre-booked event parking.

Chart 19: Number of PFs with PaSS



## Parking products

### Short-term parking

We serve thousands of customers every day and most of them just take a parking ticket or use their bank card to access and exit our parking facilities. They visit us infrequently so this is a convenient way to use our services without having to register or log in.

As part of our efforts to create a better customer experience, increase parking convenience and enable customer interaction:

- I our partners provide access to our car parks by means of their apps;
- I our own Q-Park app provides customer access based on ANPR.

When short-term parking (STP) customers use these apps, they enjoy a seamless parking journey whenever and wherever they park at Q-Park. No more tickets, no more going to the payment machine, and seamless access and exit thanks to automatic number plate recognition (ANPR).

## Results

We encourage our customers to use a parking app or pre-book a parking space, which means they can access and exit based on their number plate. The added benefit for the customer is that they do not have to stop at the payment machine before they leave. These transactions use our PaSS platform.

The following chart shows how the uptake of PaSS is growing throughout Q-Park now that we have implemented PaSS in all countries. In 2023, the percentage of STP transactions conducted with PaSS rose from 9.7% in 2022 to 14.4% in 2023, an increase of 48%.

Chart 20: Percentage of STP transactions using PaSS

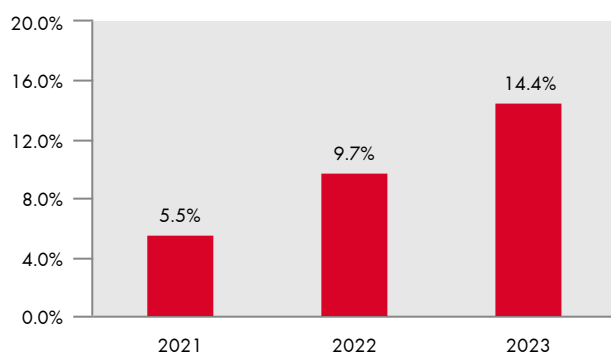
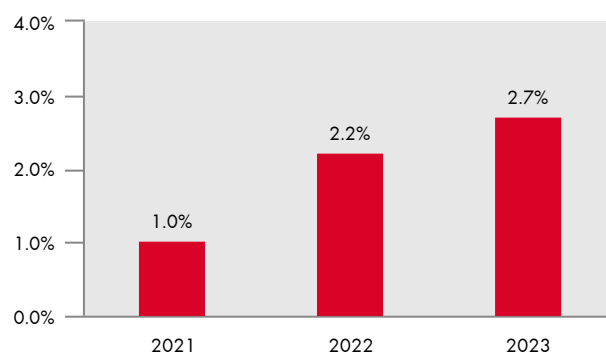


Chart 21: Percentage of pre-booked STP transactions



### Pre-booking

Pre-booking services are a smart and responsible choice for motorists who wish to make sure that a parking space is available for them or who seek an economic parking option near their destinations. Pre-booking converts search traffic into destination traffic, allows for economic parking tariffs, and nudges parking at P+R locations which decreases traffic in inner-cities.

We offer a variety of pre-booking propositions to customers via our websites and we offer pre-booking solutions to commercial partners so they can serve their customers via their sites and sales channels.

With pre-booking options for theatres, concerts and festivals, it is easier to manage peak traffic flows while allowing audiences to enjoy a variety of events in urban areas.

### Results

In 2023, we now have 506 (2022: 476) parking facilities offering pre-booking services online, a 6% increase. Revenue from pre-booking is included in our short-term parking revenue.

The percentage of pre-booked parking transactions is steadily increasing as shown in the following chart. In 2023, the percentage of pre-booking transactions rose from 2.2% in 2022 to 2.7% in 2023, an increase of 22%.

### Long-term parking

We offer a wide variety of season tickets for our customers who park with us frequently.

- | Nights + Weekend products for residents.
- | Flexible office solutions for employees who need to be at their office location two or three days a week.
- | Retailers may want a 6x24 hours solution.
- | Most customers opt for our 7x24 season ticket options.

As well as the traditional annual season ticket, we also offer season tickets for one month or quarter for customers wanting greater flexibility.

### Results

Almost all of our season tickets holders access and exit our parking facilities by means of PaSS, meaning that almost all of our long-term parking customers enjoy a seamless parking journey as these are prepaid products and they grant access by ANPR for motorists and by QR code for pedestrians.

## Customer satisfaction

### Google reviews

For some years now, all Q-Park countries are using the same platform designed to improve online visibility and the relationship with customers. It gives customers the opportunity to leave comments about a business they have visited, and it gives us a clear dashboard on our performance and provides feedback where appropriate.

Another advantage of the platform is that we can:

- | automatically broadcast our parking facility information in the main directories, GPS, search engines, social networks and opinion websites;
- | centralise the customer reviews received and identify whether they come from Google, TripAdvisor or Facebook;
- | interact with customers when needed;
- | report on reviews, analyse them and respond from a single interface.

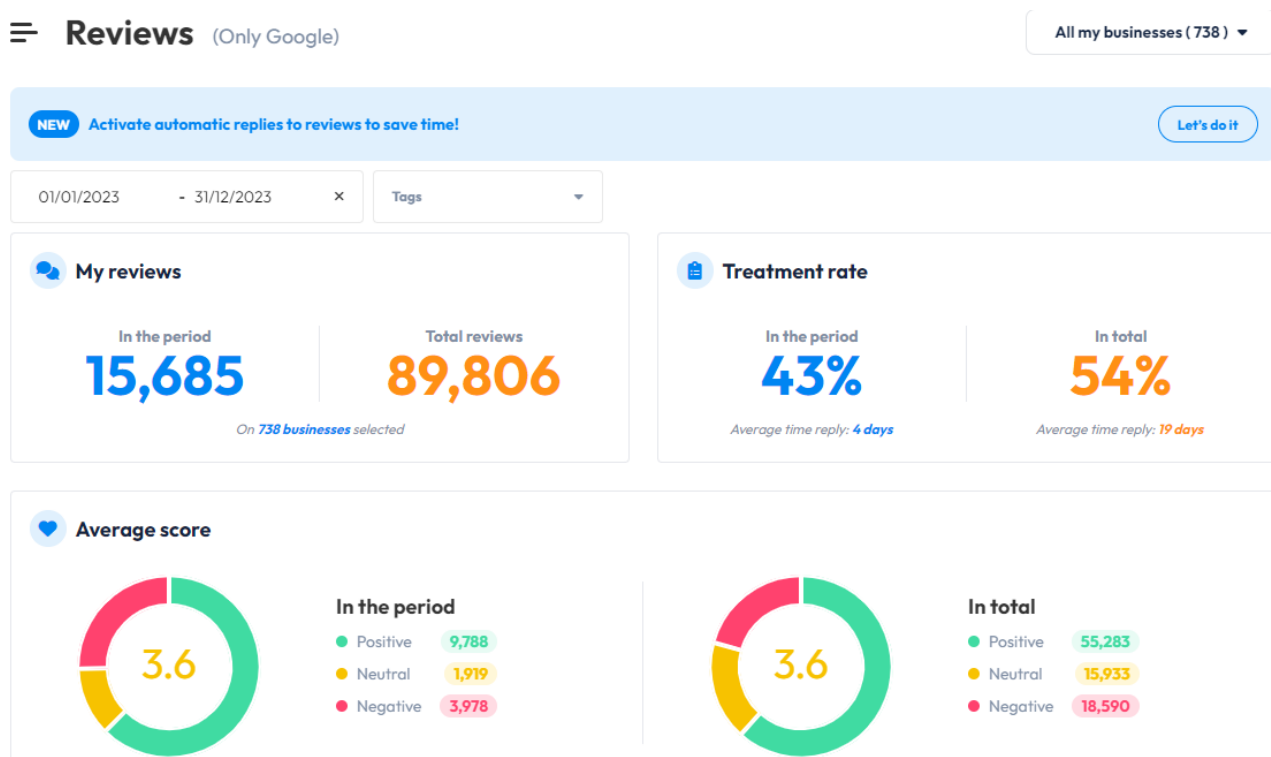
A Google review includes giving a score from one star (poor performance) to five stars (excellent service). Google reviews can be a useful customer feedback tool, as they:

- | improve search ranking and online exposure;
- | increase trust, credibility and provide feedback;
- | influence purchase decisions, improve click-through rates and convert more customers.

### Results

By definition, paid parking triggers some customer dissatisfaction, so we are aware that obtaining a 5-star rating is a bit much to ask. We do however aim to stay at or above a 3.5 rating average. Over 2023 our rating remained 3.6 and we gained more valuable feedback.

Figure 29: Google review dashboard



## Visitor portal

In 2023 we introduced our visitor portal, again a feature based on our PaSS platform. It is designed to provide a more convenient service for those visiting offices, hotels and event venues. A registered business has free access to their own Q-Park visitor portal with parking products, configured according to the business' own preferences by a Q-Park sales representative.

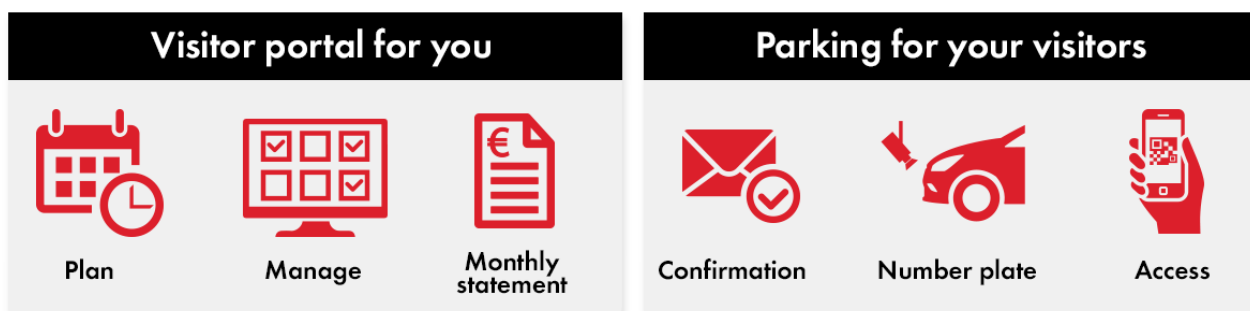
The visitor portal is ideal for businesses within walking distance of a Q-Park car park, and who want to offer stress-free parking and contribute to parking costs for their visitors.

Q-Park visitor portal benefits for businesses:

- I manage parking rights for visitors in private digital portal;
- I provide convenient parking for visitors who can drive in and out of the car park without taking a ticket thanks to number plate recognition;
- I no hassle with paper parking tickets and vouchers;
- I monthly payment after receiving a monthly parking transaction statement.

Thanks to our PaSS system, this is all they need to access and exit the car park – for a seamless parking experience.

Figure 30: Visitor portal benefits for businesses and their customers



## Parking information

Our country websites provide a wealth of information for customers.

### Online information

The Q-Park country websites present a range of information about parking, services and products in a clear and orderly manner. Parking information is presented per city where visitors will also find special parking deals such as day tickets or weekend options.

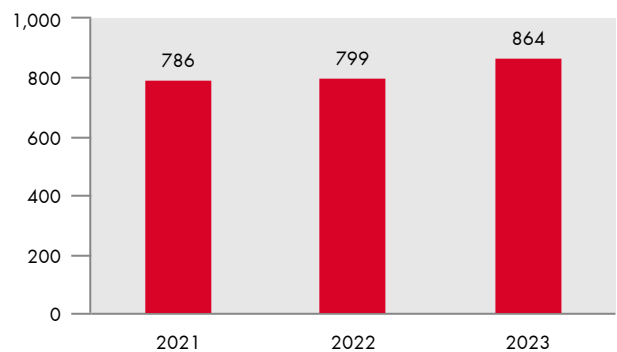
Customers can open Google Maps to plan their journey. Besides mentioning popular destinations nearby, the information presented includes:

- | number of parking spaces, including those for people with reduced mobility (PRMs);
- | drive through height;
- | number of EV charging points;
- | parking tariffs, pre-booking and season tickets;
- | services such as AED, family parking, and toilets.

### Results

In 2023, we have 864 (2022: 799) parking facilities providing sought-after information online.

Chart 22: PFs offering online information



### Points of interest

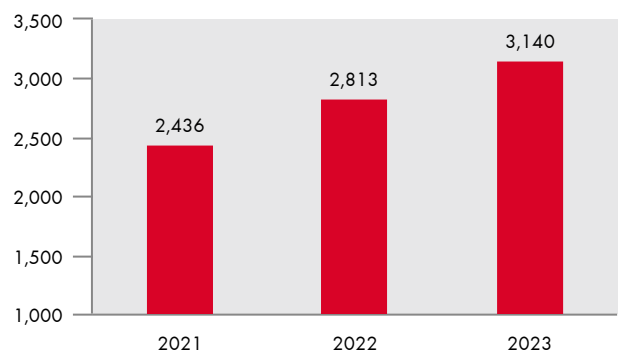
On the city pages, website visitors can also see main points of interest (POIs) at a glance. On selecting a POI, users see the nearest parking facilities including the relevant walking time. Economic parking deals are available for many POIs too.

### Results

In 2023 we listed 3,140 (2022: 2,813) POIs which are near to our parking facilities. We provide useful information online to help customers make an informed decision about where to park, including:

- | walking distance from the car park to a POI;
- | parking tariff;
- | navigation information to the car park;
- | special pre-booking propositions.

Chart 23: POIs listed online



## Services

### 24/7 availability



Most parking facilities are open 24/7 for motorists to park and retrieve their car.

That is why we offer an international help desk, the Q-Park Control Room (QCR), to motorists which is available 24/7. The QCR gives customers instant access to multi-lingual Parking Hosts.

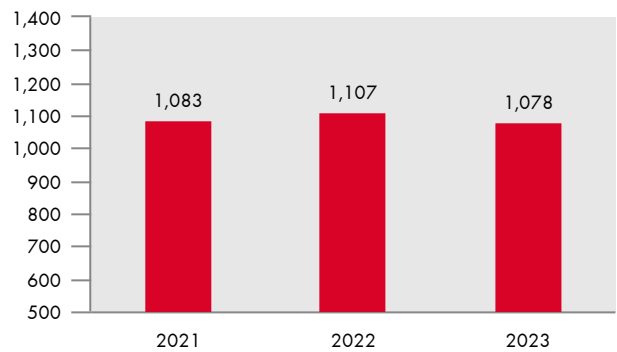


The QCR is in contact with Parking Hosts and Mobile Teams in the vicinity of the parking facility. If a customer needs assistance that cannot be given remotely, the QCR will dispatch a Parking Host to assist at the location itself.

For mechanical problems, the service department and service technicians can be called in to help.

### Results

Chart 24: Parking facilities offering 24/7 service



### Support services

Our aim is to foster mobility and enable access to essential urban functions in conjunction with sustainability concerns.



Our AEDs are located at a secure yet accessible place so they can be used by trained volunteers or medical personnel.



Toilet services are either present in the car park or there is clear signage directing people to the nearest toilets.



Parking Hosts and Mobile Teams have access to jump leads, to help customers who find themselves with a flat battery.



We use closed-circuit television (CCTV) for security purposes. Where we install cameras, we make it clear to people that they or their cars are on camera.

 [More about our CCTV code.](#)