

Passport

UNIVERSITY OF NEBRASKA CASE STUDY

Mobile Pay Parking Displacement

Transition Experts

The University of Nebraska-Lincoln (UNL) transitioned from its previous mobile parking app provider to Passport to improve the level of parker and UNL client support. Changing providers for a customer-facing system like mobile payments is often very public and risky. Successfully transitioning providers requires experience and care. Passport is an expert in technology transitions and not only significantly increased app utilization, but also delivered additional value-added services to improve the campus parking experience.



By the Numbers

50%

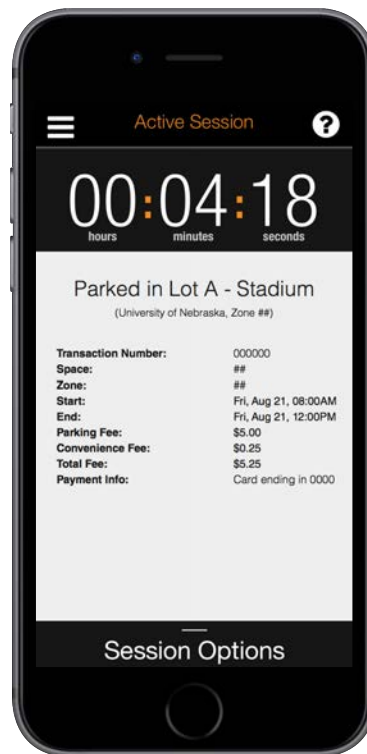
Utilization on campus

20%+

Increase over previous provider

49%

Of downloads generated through mobile web



“ Working with Passport has been a great experience for UNL in terms of service and operation. When we decided to move to Passport’s solution, the focus was to **improve customer service**. Our transition to Passport was seamless and virtually unnoticeable. Our experience with the management software was positive as the user interface and reports are robust and intuitive for the operator. Since our transition, we have rolled out additional payment solutions and parking areas to provide additional hourly parking options for our customers. The Passport team has been quick to respond with the additional requests and completed the projects in a time that exceeded our expectations.

Dan Carpenter
Director, Parking and Transit Services
UNL

Making the Switch

An improved customer service experience does not happen by accident. Passport has worked with many cities and universities to carefully transition providers and make a positive impact. Passport's process involves:

- Gathering all relevant information and data
- Analyzing protocols, processes, and integrations
- Syncing all platforms and building configurations
- Creating a comprehensive marketing plan
- Launch and closely monitor utilization
- Dedicating a fully-staffed client success team to each launch



UNL

Campus students are embracing mobile pay technology provided by Passport



Flexible Permits

Many Universities have permit-only lots, but these lots are only at peak capacity for certain parts of the day. This leaves tens of thousands of spaces unused during off-peak hours culminating in lost revenue opportunities. With Passport's flexible rate system and mobile pay program controls, (including zone lockouts, custom messaging, and repark lockouts) , UNL was able to temporarily 'flex' parking spaces between permit and hourly, resulting in higher utilization and revenue during off-peak parking hours.

Permitting Benefits at UNL:

- Turned permit only lots into a hybrid of hourly and permit to increase revenue opportunities
- Allows visitors to park hourly with mobile-only lots
- No hardware or infrastructure costs associated
- Passport partnered with UNL to configure the necessary rates and restrictions without having to purchase meters

The mobile pay program is so successful at UNL that the University is removing physical coin meters and converting those spots to mobile-only

Passport

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