



EPA Awards 2015

Category 5 – Marketing & Communication on Parking

My VINCI Park

An 'all in one' app for smartphones

VINCI Park's Digital Innovation Strategy

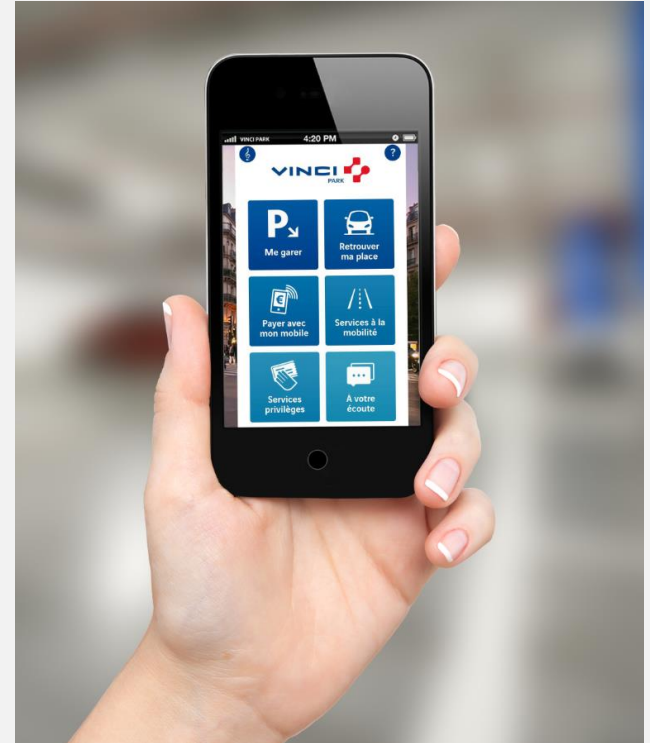
When VINCI Park launched its SmartPhone App, the strategy was to preempt changes in a competitive landscape.

We used digital technology to differentiate ourselves from competitors and win new contracts with upstream customers.

It is an incredible asset to know and understand our customers and their behavior.

We are improving the User Experience with high value features and we are starting to build customer loyalty and retention.

We aim the App to be part of the customers' environment and make mobility easier.



My VINCI Park App - general presentation

In June 2013, VINCI Park launched the **My VINCI Park** app for smartphones.

The aim of the **My VINCI Park** app is to:

- facilitate urban mobility
- effectively organize parking

The **My VINCI Park** app provides constant real-time information about:

- the nearest car parks
- the number of available spaces
- numerous other services

My VINCI Park – an 'all in one' mobile app for all VINCI Park customers:

- easy to use
- ergonomic
- comprehensive

Download it for free



Take the stress out of parking!

My VINCI Park App: features

Easily **find a car park** and see the **number of spaces available**

Quickly **find your space** in the car park thanks to a **QR code**

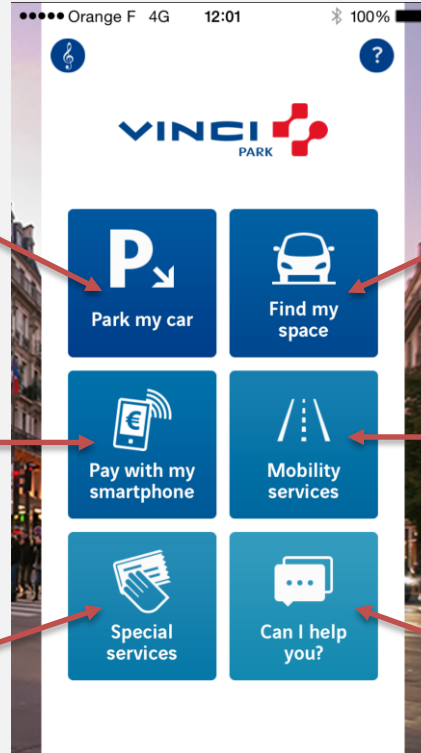


Pay for parking on public roads

Organize your mobility using **traffic information** and VINCI Park **mobility services**

Benefit from **privileged services** like good local deals, advance space booking, or purchase a subscription

Communicate with the VINCI Park **customer service**



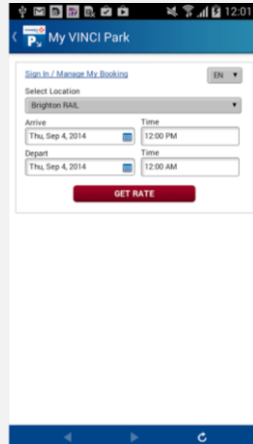
My VINCI Park App: features



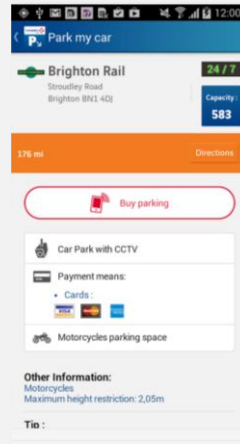
Find your car park



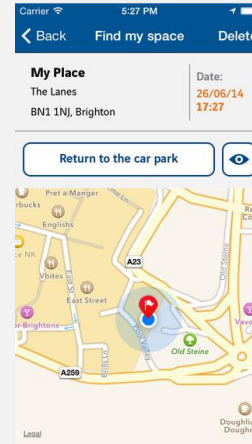
See available services



Manage your booking



Pay for parking



The app guides you back to your car



Access local traffic information

My VINCI Park App - pay by phone on public roads

On Street Smartphone Payment

Paying for parking using your mobile phone represents a **real innovation** in the customer experience.

With this technology drivers can:

- pay for their parking
- extend their stay
- stop parking remotely.

This service, which is available through the **My VINCI Park** app, offers an additional means of payment giving drivers **more freedom** and **greater ease of use**.

This innovative and convenient option helps users **only pay for the amount of time they have been parked in a space**.

This service has been developed in partnership with the company **PayByPhone**.

In France, **15 cities** accept mobile payments for street parking.



My VINCI Park App - worldwide road map



My VINCI Park App - communication channels

Communication about My VINCI Park was launched in 2013 through:

→ the French press



→ an advertising campaign in VINCI Park car parks



→ the VINCI Park website



→ influential bloggers like Gizmodo



→ videos on YouTube and Vimeo



My VINCI Park App - benefits for the user and for the car park

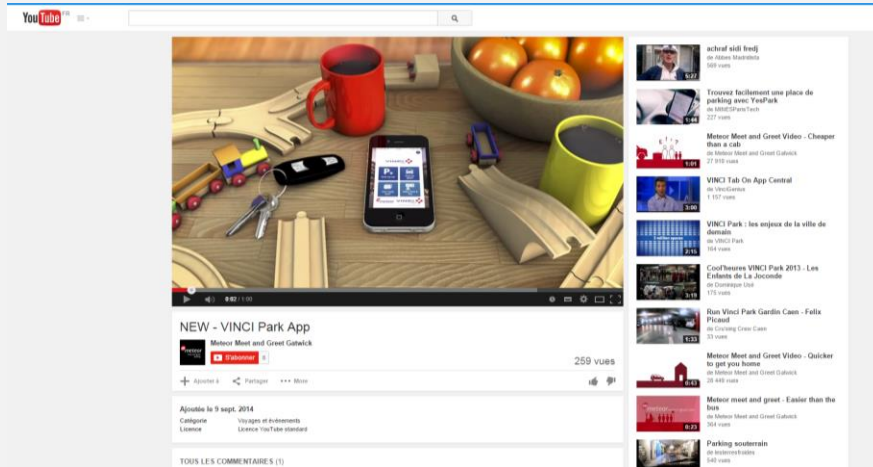
The My VINCI Park app:

- **Improves customer service** by providing:
 - real-time information
 - real-time use
 - numerous services
 - QR codes
- **Develops new customer behavior** thanks to:
 - park and ride
 - multimodal calculator
 - mobility services
- Contributes to the **Sustainable Urban Mobility Plan**
- **Supports urban economic development** through numerous good deals
- **Contributes to parking revenue** by generating traffic in VINCI Park car parks
- Contributes to **qualitative satisfaction** of VINCI Parks customers



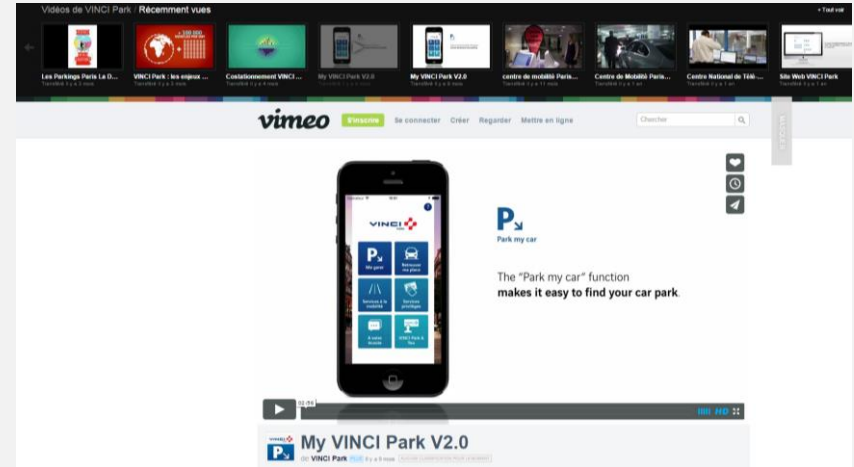
My VINCI Park App video

My VINCI Park UK on YouTube



<https://www.youtube.com/watch?v=Qjdkgzaee2c>

My VINCI Park France on Vimeo



<http://vimeo.com/90885474>