

EPA 2019 – Q-Park Rewards

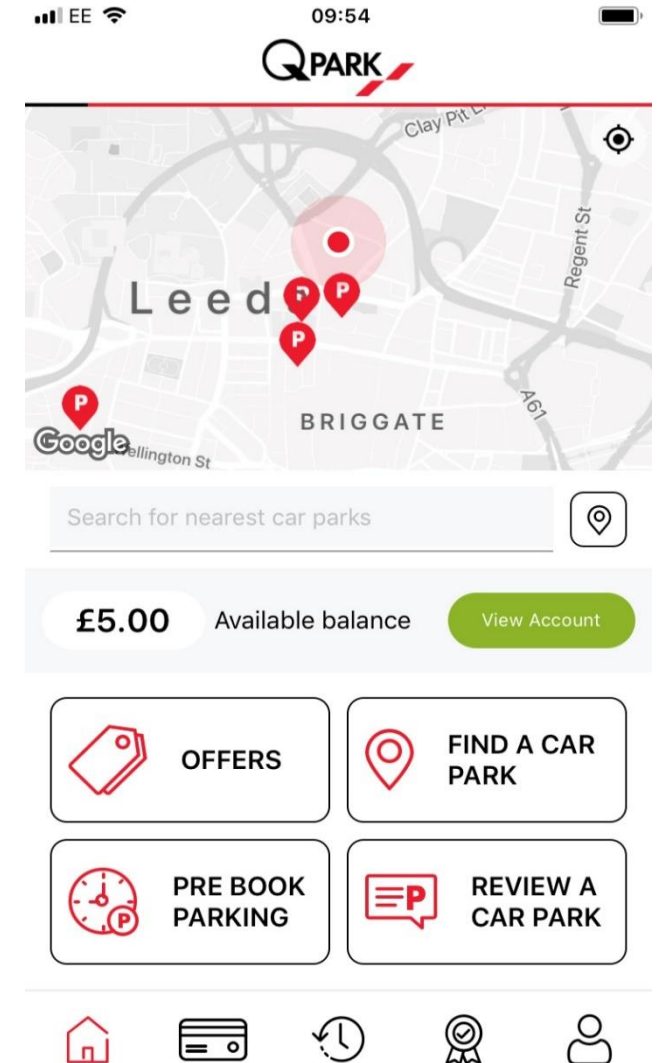
Q-Park UK | EPA Awards | Category 5: Q-Park Rewards



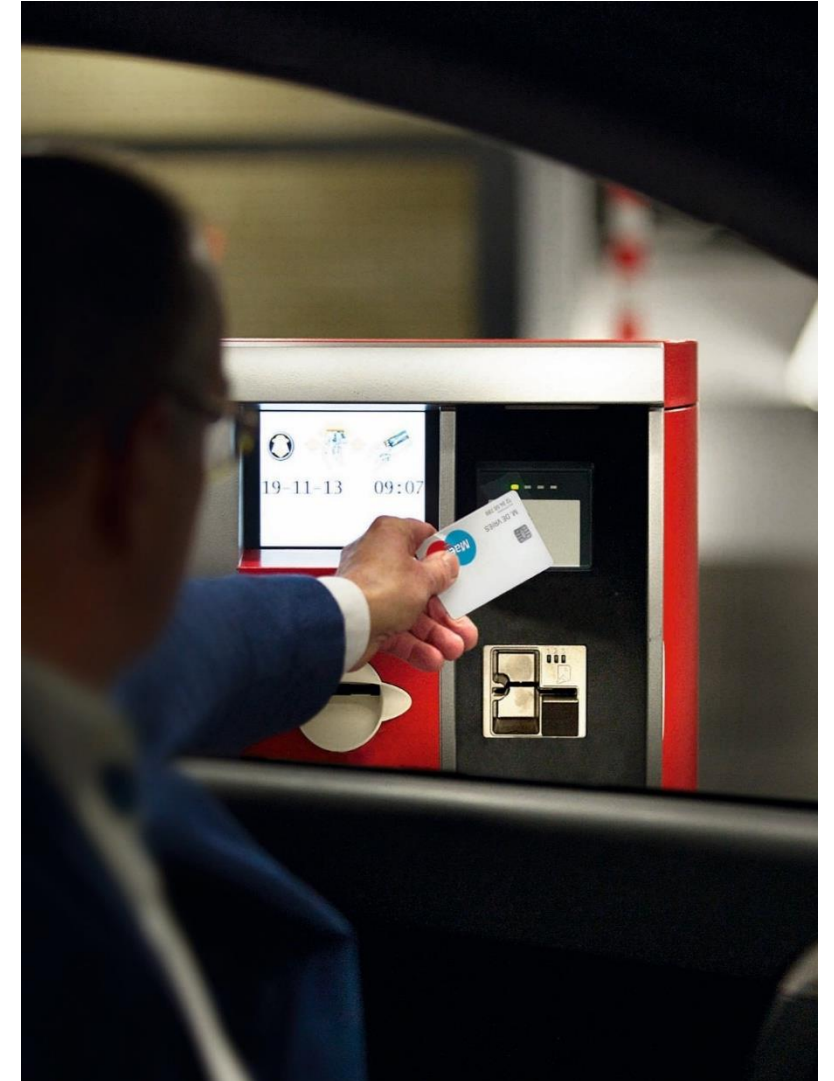
Introduction to Q-Park Rewards



- The Q-Park Rewards app is a card linked loyalty scheme allowing customers across the UK and Ireland to receive cashback on their parking and retailer spend
- Customers simply register their bank card via the app and the transaction is tracked using Merchant ID's
- The app is available to use in the UK and Ireland
- The app was launched in November 2018



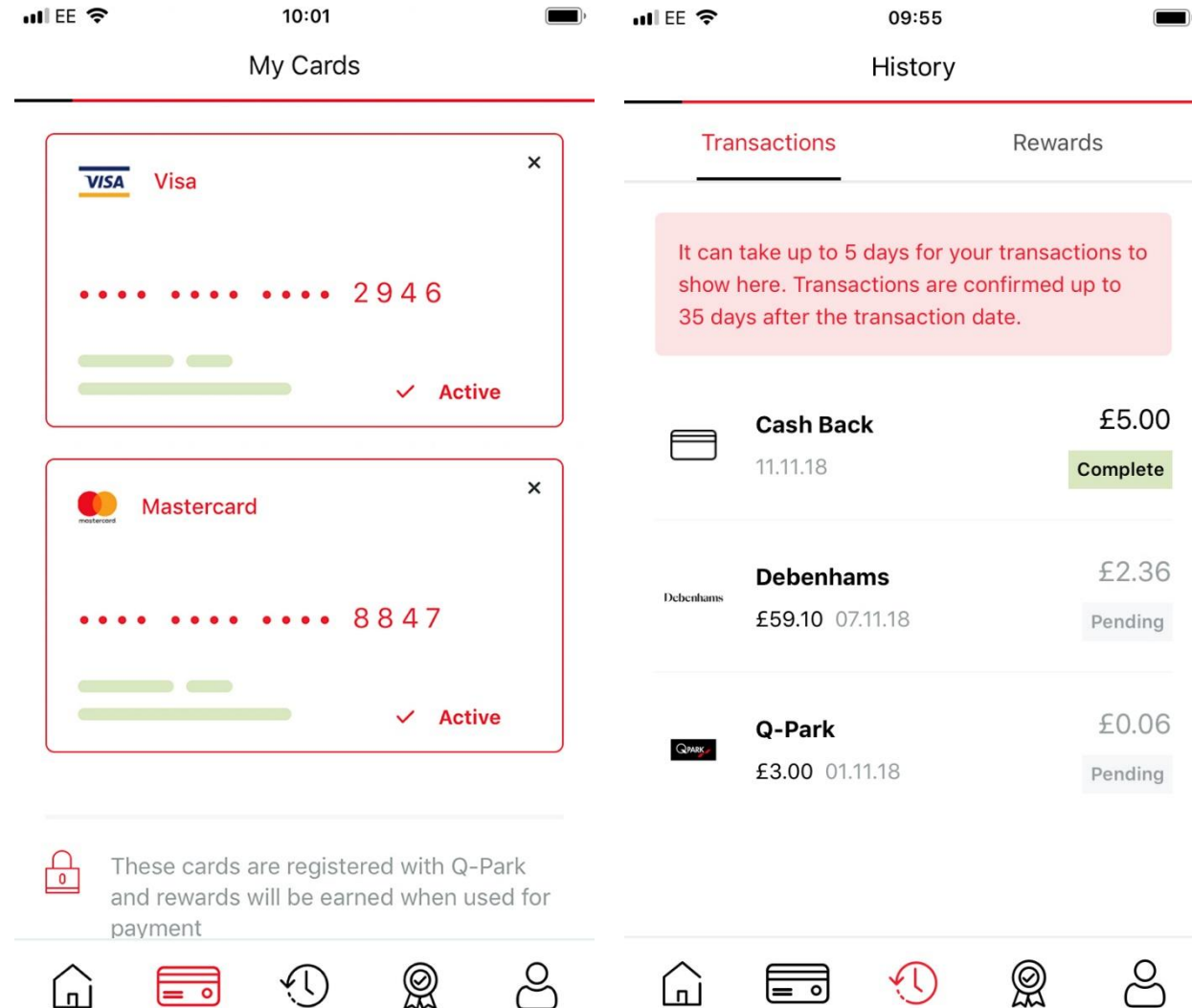
- Create a High Street Eco System which places parking at the heart of the city centre economy
- Turn 'Unknown' customers into 'Known' customers and track behaviour
- Create a seamless and user friendly loyalty scheme
- Increase the number of ticketless parking transactions
- Drivers to look for a 'Q-Park' rather than a 'Car Park' when visiting a new city



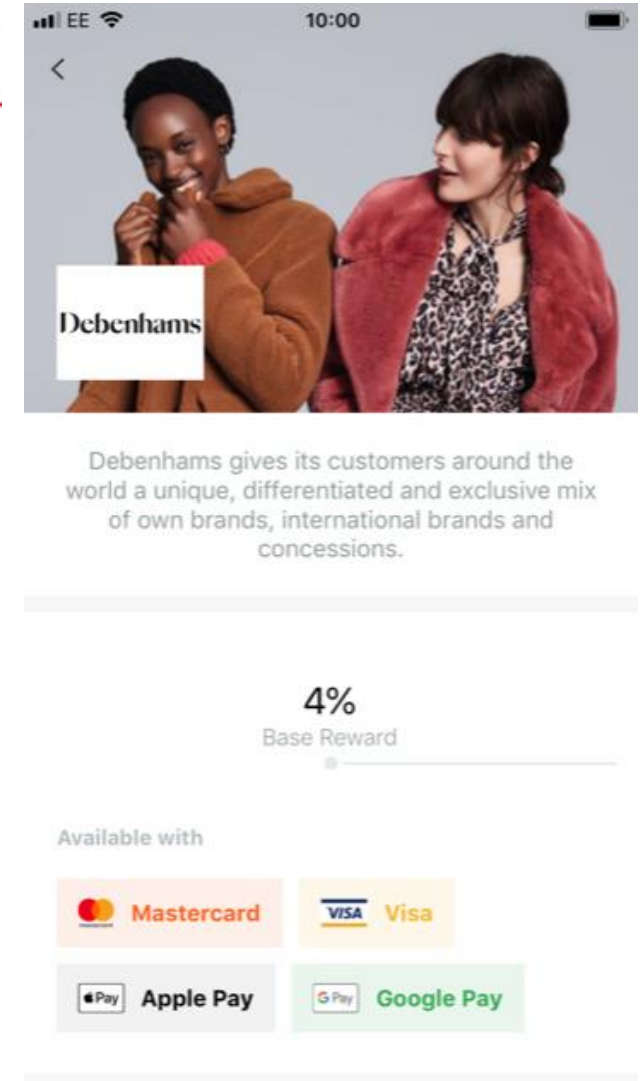
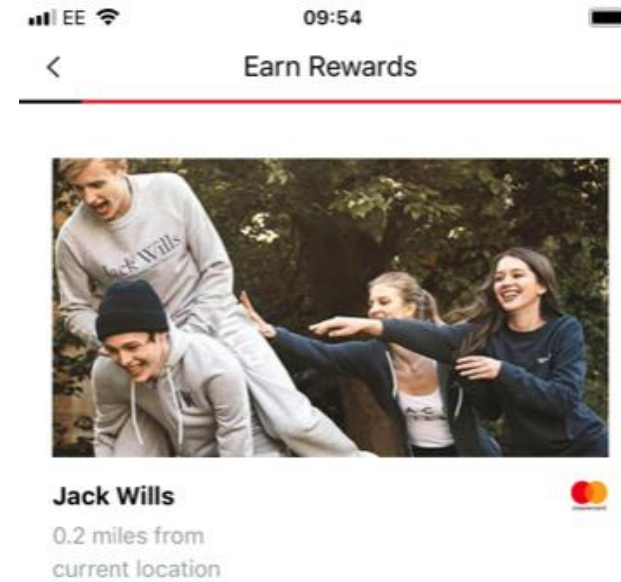
Functionality - App Journey



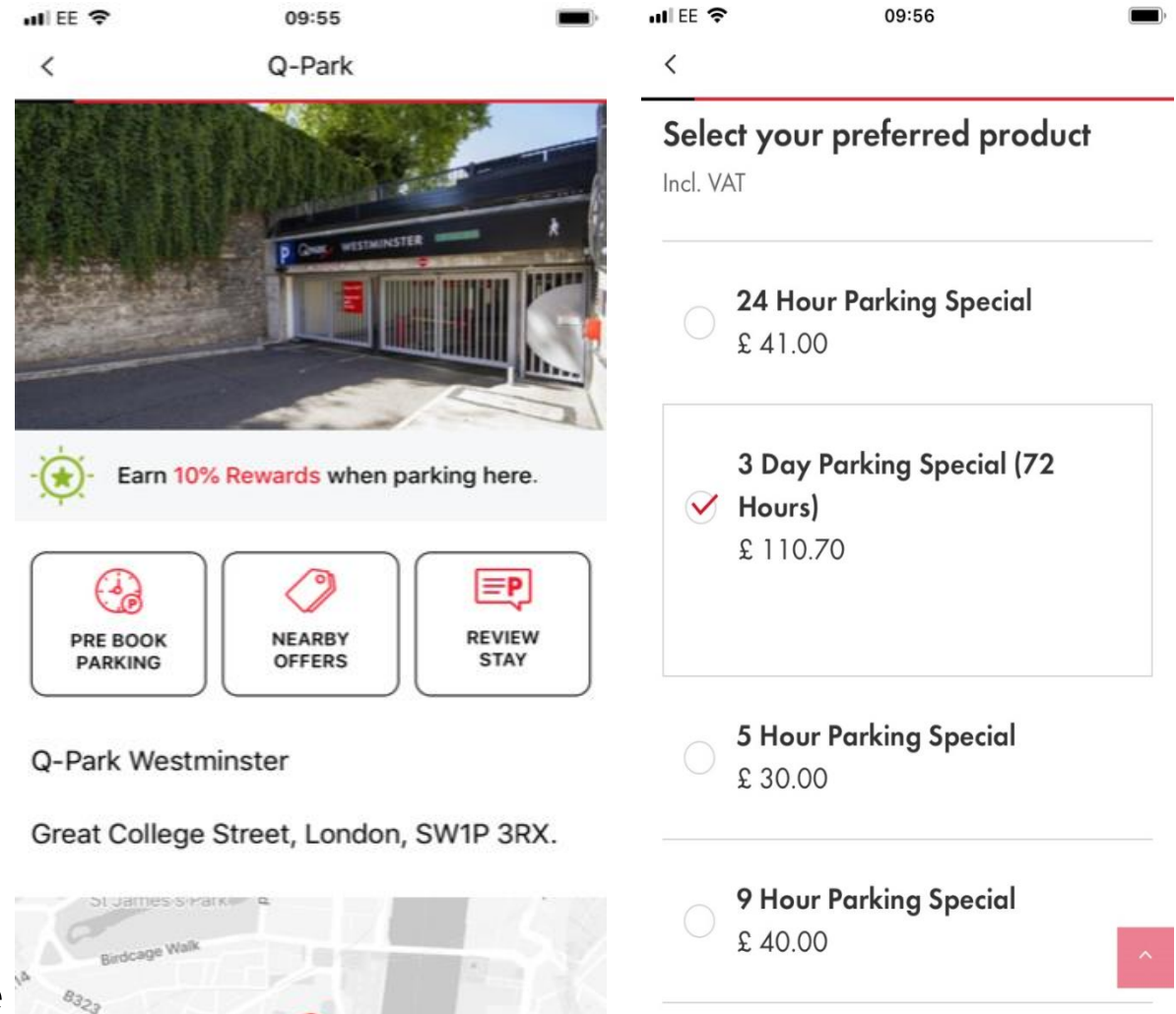
- Customer registers their payment card via app
- Spend with Q-Park or retail partners is rewarded with credit into a mobile wallet based on transaction value
- Customers can redeem the credit and convert to either retail vouchers, charitable donations or cash back to the bank account!



- I We have a number of retail partners who were eager to work with us to help customers pay for their parking as we are the first step in the customer journey
- I Brands include Waitrose, Debenhams, Holland & Barrett and many many more



- Customers can search for parking facilities in various ways including 'navigate to' functionality
- They can pre-book their parking which helps them to secure a parking space and therefore reduce search traffic
- Customers earn a base rate of 10% cashback from parking with Q-Park along with various bonus offers
- After the visit they can leave a Google Review via the App



Customer Satisfaction and Loyalty



- The App currently has a 4* rating on iTunes and a 4.3/5 rating on Google Play (as of December 2018)
- 30% of customers use more than one Q-Park car park
- 15% park with us in different cities
- Timed promotions at quieter car parks generated a 13% rise in parker numbers at the particular facilities with the promotion attached



Advertising of the Scheme



- We decided to use characterisation for our advertising to inject a sense of fun
- Suite of characters and backgrounds were created, subtly introducing the range of Q-Park convenient services within the storyboard for brand consistency
- This has created flexible artwork that can be used across various medias from posters and billboards to website and email campaigns
- We have used various channels to promote the launch including, posters, email, social and website marketing



■ Web Visits

- 5.8k monthly visits to the Rewards website page

■ Email Campaign

- Sent to 24k with an open rate of 45.2%

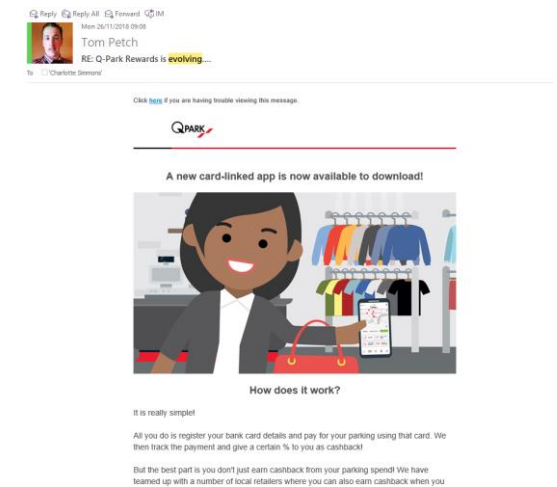
- Over 700 registrations on the day of the email

■ Registrations

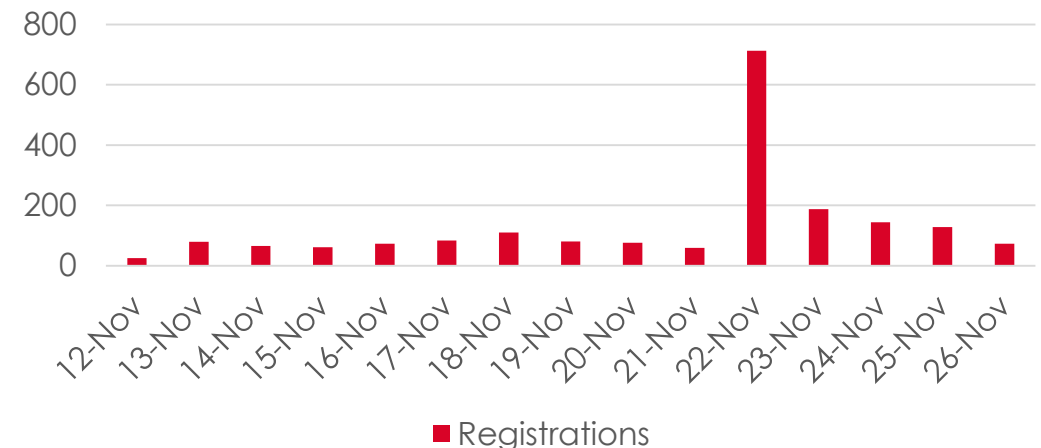
- 2k registrations in the first 2 weeks

- Forecast to reach 8k by the end of 2018

- Forecast to reach 50k by the end of 2019



Registrations



Next Steps.....



- Integrate the Scheme with other countries in the Q-Park portfolio
- Grow more retail partners to provide more benefits to our customers and the local high street economy
- Start to use Push Notification and Geo-Fencing technology to improve customer interaction with the app
- Integrate a parking payment solution via the app



Where to download?

■ To download the app [CLICK HERE!](#)





Quality in parking