

Telpark: From parking to mobility

Helping create sustainable cities for
the enjoyment of everyone

EPA Awards 2021

Category 4 · Innovative schemes in parking



Telpark is innovation.

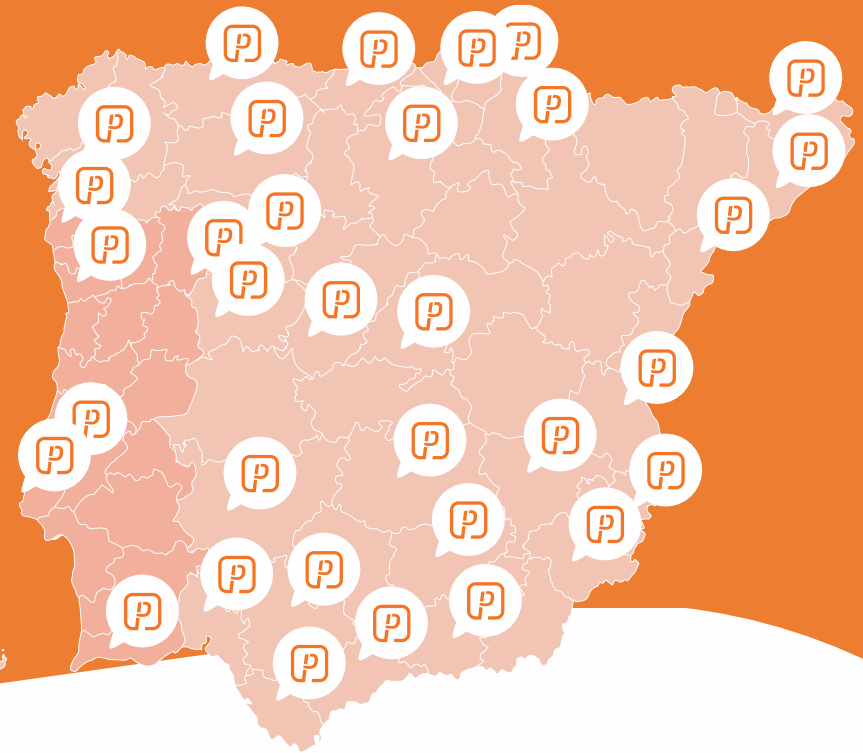
Now live for over 10 years, Telpark is the pioneer of APPs in the parking sector in Spain and Portugal and continues to evolve quickly with over 6 major releases in 2020.

With its main focus on customer experience, urban mobility, and sustainability, Telpark has integrated all its features in one screen improving its usability and services: On-street, off-street with prebooking and express entry, airports, and electric chargers for EVs. Quick, easy, contactless and ticketless with customer services and effective FAQs built directly into the APP: experiences aimed to shift customer expectations towards new way of managing their mobility.

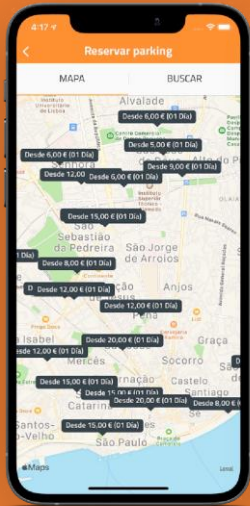
2.1
Million users

3.2
Million
transactions
/month

4.7/5
Average score
in App Store &
Google Play



Telpark · Innovations delivered in 2020



FEBRUARY

Prebooks

- Customer can pre-purchase park space for the future
- Map-first experience allows customer to select best Price
- Easy flow



MARCH

Entrada Express

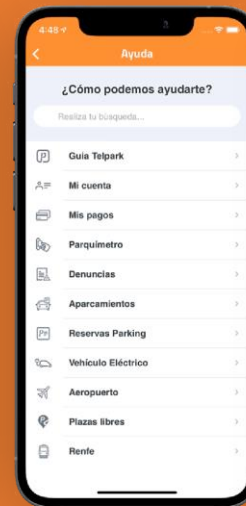
- Easier experience for Entrada Express
- Simple "One tap to activate" experience
- More informative panel on first visit



AUGUST

Promotions

- Highlight new promotions to users
- "One tap to activate" experience
- Better more attractive layout & information



OCTOBER

FAQs

- Reduce new tickets from users
- Organized menu & up to date answers
- Quick search
- Questions to all basic questions



NOVEMBER

Dashboard

- Highlight Promotions
- Highlight OGstreet Products
- Active sessions on main screen
- Modern design



DECEMBER

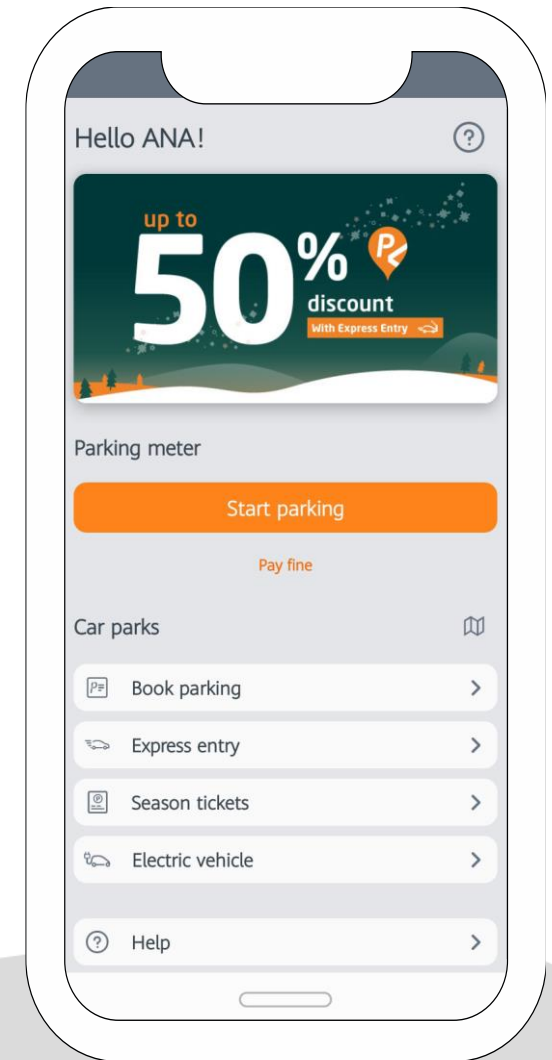
EMEL Lisboa

- Map first experience for Lisbon
- Improve parking flows
- Efficient loading of multiple polygons

Full experience

Telpark has integrated all its features into another new dashboard aimed at further improving its usability by being more dynamic and intuitive:

- **Offers and promotions:** able to be used in on and off Street car parks – can be used to help manage supply and demand and ease congestion.
- **On Street parking meter:** initiate a parking session, consult and pay fines, access historical payments... all with just one click.
- **Prebook:** in car parks that guarantee a parking space in over 80 car parks across Spain and Portugal, with bookings from 1 day to 1 month.
- **Express Entry:** automated “window up” entry, exit and payment across every Telpark car park in Spain and Portugal. Once activated the barrier opens up automatically by license plate recognition. No tickets or visits to payment machines are needed.
- **Electric Vehicles:** payment for charging electric vehicle in a network of over 250 charging points in our car parks.
- **Maps icon:** locates the car parks closest to the users position with direct Access to prebooking a parking space.
- **Season tickets:** for Empark clients. Allows season ticket users to migrate to a contactless, cardless, automated, “window-up” user experience using license plate recognition.
- **Help:** customer services with both FAQs and personalised 1:1 communications built into the APP and a team that deals with approximately 6,000 personalised enquiries per month.



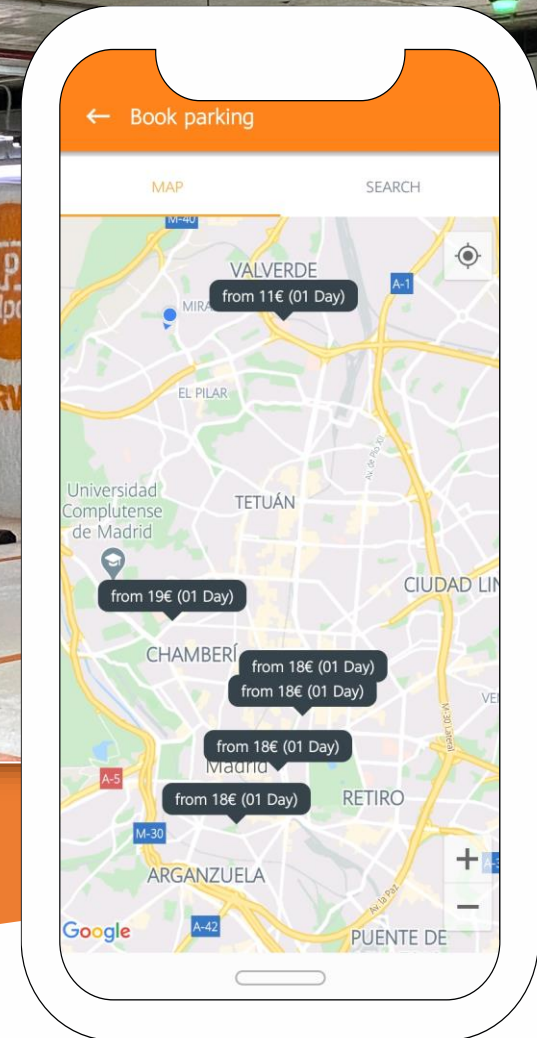
Pre-book

The new prebooking system in Telpark allows any customer to book a parking space **from a period of 1 day to 31 days** in over a range of 80 car parks (and growing).

How it Works:

- Select the vehicle for which you want to book the parking space. Click on parking and choose the car park on the map or list of car parks in which the user wishes to park.
- Select the start date and time you wish the booking to commence. Then select the length of time and payment method.
- Upon arriving at the car park, the barrier will open automatically, making it unnecessary to use any tickets nor waiting. (express entry needs to be activated) .

Unlimited entries and exits may be carried out during the time booked.

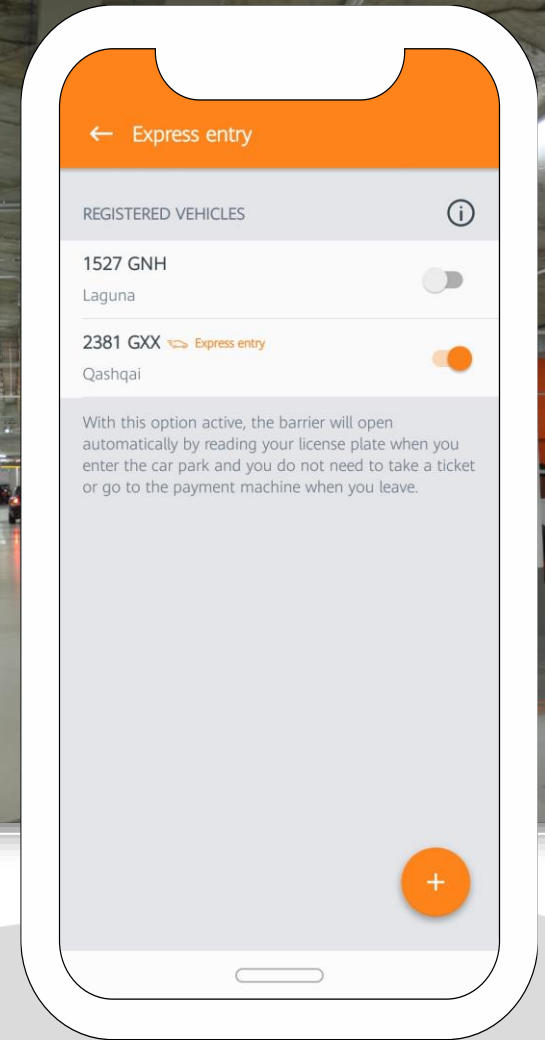


Express Entry

A contactless system through license plate recognition, that allows users to enter and leave the car park without waiting. The barrier opens automatically when it reads the vehicles registration number without having to take a ticket or go through the payment machine.

It is activated in the Express entry and select the number plates that are to be allowed to enter our car parks by means of the number plate reading system. The payments are linked to your Telpark account.

Receipts and VAT invoices can be seen and downloaded by the user directly from the APP.

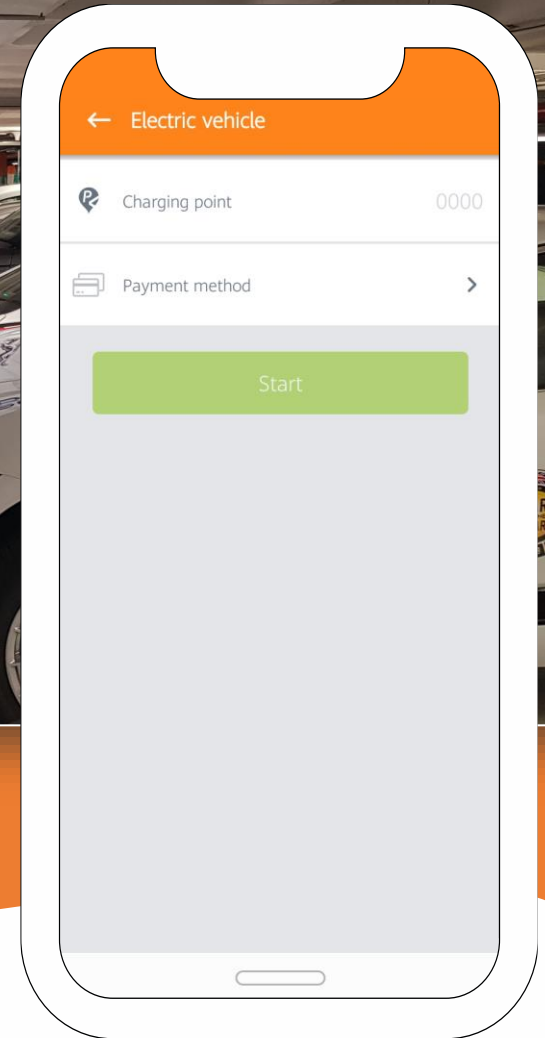


Electric Vehicles

One of Telpark's main focus is sustainability. The number of electric vehicle users grows every day. More cars are manufactured and charging points needed. Our car parks offer more **than 250 charging points in Spain and Portugal** which you can manage from the APP.

- Connect the vehicle to the charging point.
- Open the App and select the Electric Vehicle icon.
- Add the number of the charging point and press START.
- Stop whenever ready.
- Telpark will charge it in your payment method automatically.

Telpark is committed to electric mobility as the least polluting mobility alternative.



On- Street

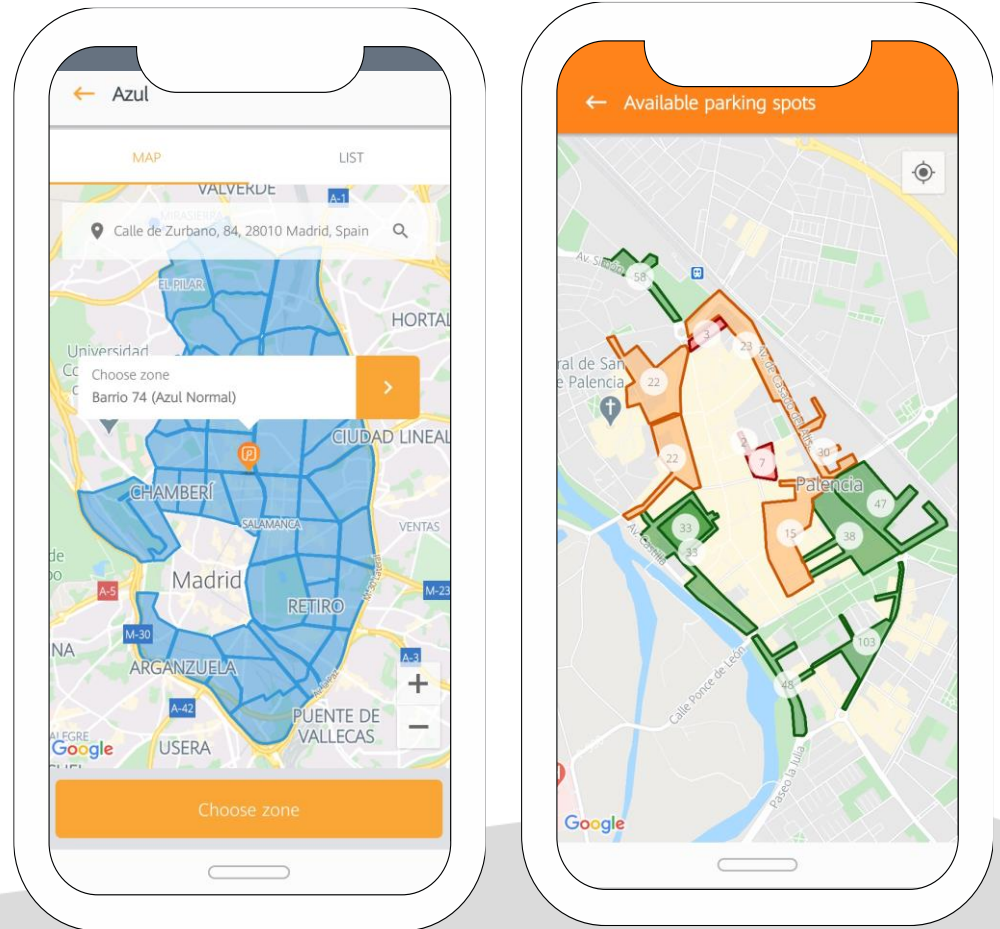
Telpark first initiated its system working hand in hand with city councils to manage on-street parking. It is used in **more than 100 cities** in Spain & Portugal

Its focus on urban mobility has helped millions of users on easy on-Street parking, paying only for the amount needed, safely, quick, easy, without going to the parking meter and contactless.

As Telpark evolves, it now allows users to know in real-time how many available parking spaces are in each parking zone. It is currently active in Palencia and Valladolid (Spain).

19.4%

Users use the feature
Plazas libres



In-built customer services

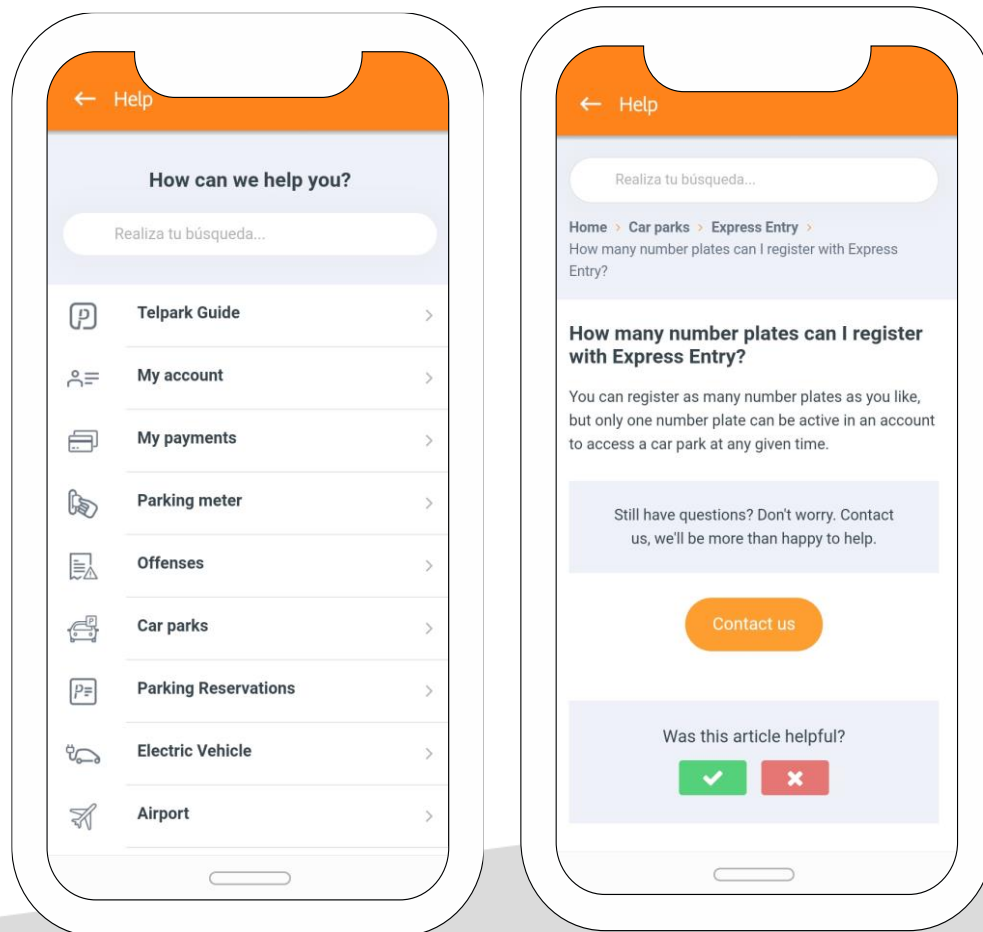
Telpark's Customer Service is fundamental to the correct function of our system. In this improved section there is an improved Help section that offers:

- Organized menu & up to date answers.
- Quick search.
- Answers to all basic questions.

But what is more important of Telpark's Customer Service is the direct 1:1 response to each user enquiry with a 100% response rate to each of them.

1,400
enquiries

Aprox.of personalised
enquiries managed per week



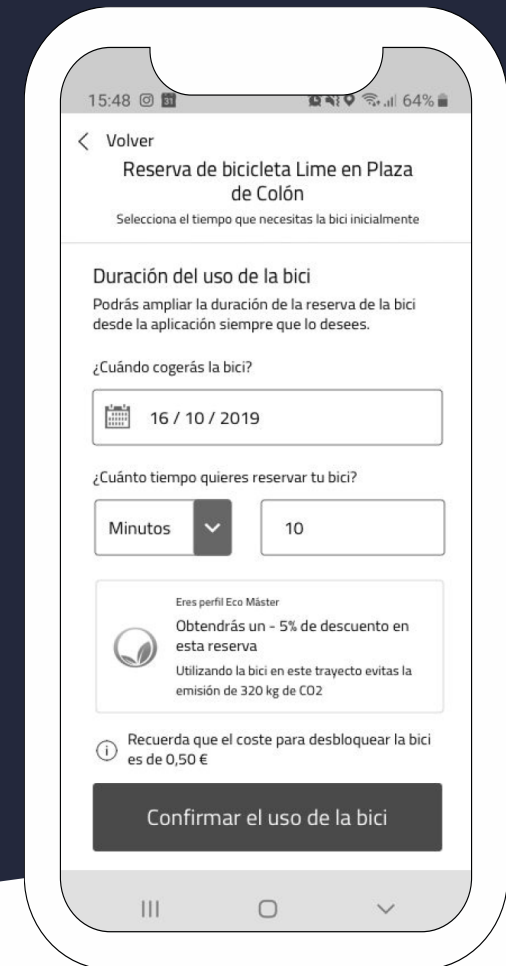
Connecting to mobility partners

As Telpark changes and grows, just one of its future aims is to connect its users with other mobility players to offer an integrated, sustainable mobility solutions that go beyond parking.

The app recommends the best way to reach the user's destination, not only driving.

Partnering with other mobility solutions: through the Telpark app, the user can jump onto other mobility alternatives: e-bicycles, e-carsharing and e-scooter or e-moped sharing... and even walking!

Telpark aims to become the platform for users to manage all of their mobility needs in large urban centers - facilitating, coordinating and optimising the use of clean, personalised, and flexible alternatives.





telpark
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Spain & Portugal