

The Journey from Cash to Cashless

Iarnród Éireann Parking

The Client

Iarnród Éireann provides passenger and freight rail services nationwide, as well as operating Rosslare Europort.

Iarnród Éireann Facts

- Iarnród Éireann is the national railway system operator of Ireland
- It is a subsidiary company of CIE
- In 2012 Iarnród Éireann carried 39.9 million passengers across its network
- There are 155 Iarnród Éireann operated train stations spanning 2,400 km of track throughout Ireland
- With 77 car parks 66 have paid parking, all utilise the parkbytext system

The Challenge

Iarnród Éireann recognised the importance of convenience to their clients. Customer service always comes first with Iarnród Éireann. The introduction of parkbytext allows customers to pay for their parking via Text, App, Web, and IVR. All of these options will lead to a significant cost reduction over time for Iarnród Éireann.

In 2011, the company had found that:

- Bank charges were increasing in coin handling and lodging charges
- Coin collection costs were also increasing
- Security costs, and risks associated with security of the coins were another unwelcome subtraction from the value of the coin placed in the parking meters
- Maintenance costs associated with the coin receivers had also become an expensive necessity to Iarnród Éireann

“The up take by our passengers has been very positive, an average of 3 customer queries per month validates just how simple and convenient to use the system is.”

said Michael Power contracts manager for Iarnród Éireann.

“The system also allows us to offer parkbytext users a significant saving on their monthly parking.”

The Solution

The solution came with parkbytext. The parkbytext system integrated seamlessly with the existing Iarnród Éireann parking system of pay and display ticketing, provided by one of Ireland's leading car parking operators, NCPS. Some of the features and benefits Iarnród Éireann receives from using the parkbytext system are as follows:

- It allows parking tickets to be purchased with the modern convenience that is parkbytext
- Using a range of payment options, informative signage, client log-in and support, the transition from cash to cashless parking for Iarnród Éireann has been a quick, rewarding and effortless process
- As well as offering convenience, the customer also receives a discount on their parking saving up to 33% with parkbytext in Iarnród Éireann car parks
- parkbytext currently offers two options- one is for an account holder and the other is a pay as you go option
- The options to pay are currently being expanded to allow non registered account holders to send a text message and for the cost of their parking to be either added to their mobile phone bill or deducted from their credit. This option will be available soon
- Iarnród Éireann are currently decommissioning damaged parking meters due to the uptake through parkbytext
- For every parking meter removed, the annual maintenance bill for that meter is also removed
- The national increase to over 70% of people with smart phones has seen a significant and similar rise in commuters using the app to look after their parking (Source:<http://www.thedggroup.ie/smart-phone-usage-stats-ireland.asp> DG Group 2012)
- parkbytext also manage 3,000+ staff virtual permits through the same system and back office management tool, POAM
- The only restricting factor now is credit cards accessibility –Our studies have shown about 40% of the Irish Public are using credit cards in parking transactions so we see the addition of “Direct to Bill” overcoming this minor issue



The public uptake has been very positive on all parkbytext Iarnród Éireann sites with a number of car parks reporting an average of 40% of parkers using the parkbytext system. In certain stations this figure rises to over 80%.



“Iarnród Éireann has noted significant reductions in parking meter maintenance costs since the introduction of parkbytext as well as all other coin related costs.

The ability for our commuters to pay for their parking from the comfort of their home, office and even on the train is also a first. parkbytext is now an essential convenience that we offer our customers with an abundance of choices in the ways that they can pay. From a reporting side, it’s fantastic for our businesses to capture such a wealth of analytics, this enables us to understand our customers better, and adapt to any changing needs”

Michael Power, Contracts Manager, Iarnród Éireann.

Parkbytext-Working with Parking Operators

Parkbytext operates in over 200 car parks in Ireland, the UK and also the USA, brought a wealth of experience to Iarnród Éireann to help solve their car park issues. The parkbytext solution was adapted and refined to suit Iarnród Éireann’s needs perfectly.

The parkbytext system integrated seamlessly with NCPS, the car park operators for Iarnród Éireann and one of Ireland’s leading parking operators. NCPS manages over 1,200 car parks in Ireland and the UK with a client list for both parkbytext and NCPS, including the R.D.S., Limerick, Carlow & Dundalk Institutes of Technology and Dublin City Council.

“The parkbytext system has helped NCPS to achieve a significant retention of customers through its simple, secure and convenient payment options. Offering savings to customers is also a big plus for NCPS to be able to offer” quoted by Jason Ballard NCPS MD.

Partly through adapting to consumer behavioural changes, parkbytext have seen a 20% up-take in their new app and a 33% increase in their customer base, in 2013.



Building Relationships

The ability of building relationships in business is one of the key driving forces that make parkbytext stand out from the crowd. It is through listening closely to what their existing and future client’s need, which allows parkbytext to continuously develop. Adaptability and accurate prioritisation allow parkbytext to address the most pressing needs of clients in the shortest time possible.

The back office software (POAM) gives Iarnród Éireann a real time view on their parking. This allows parkbytext to focus on areas or times of the day that are underperforming by using the flexible reporting software. This is also fully supported locally 24/7. The parkbytext Dublin based Call Centre also operates 24/7, 365 days of the year, to assist customers with any queries.

Two key members of the parkbytext team were nominated in The Iarnród Éireann Customer Service Awards 2013, under the contractors section, which reaffirms the relationships which we build with our clients.

The Results

1. Reduced future capital expenditure as the company now has stock of spare machines (each machine costs circa €7k installed)
2. Reduced cash collection costs
3. Reduced banking costs
4. Reduced consumable cost i.e. tickets
5. Reduced Maintenance and Spare parts costs
6. Reduced potential for theft and vandalism (it’s incredibly difficult to vandalise a transaction that occurs in the cloud!)

We estimate that each machine removed due to alternative payments via parkbytext™ will save a client circa €9,024 in direct savings.