

# Customer Connect

## Reward loyalty, build community

Customer Connect is more than just a loyalty program. It is a powerful tool at your fingertips to generate return through data and gain influence through targeted marketing campaigns.

Our technology allows you to identify each driver as a member with hands-free access control, while also allowing you to keep track of every visit, transforming parking into a membership system.

### Turn your brand into an asset

Brand loyalty is critical to the success of parking services. Customer Connect is the perfect solution to increase return business, while improving your service through direct promotions to your clients.

### Each customer is unique

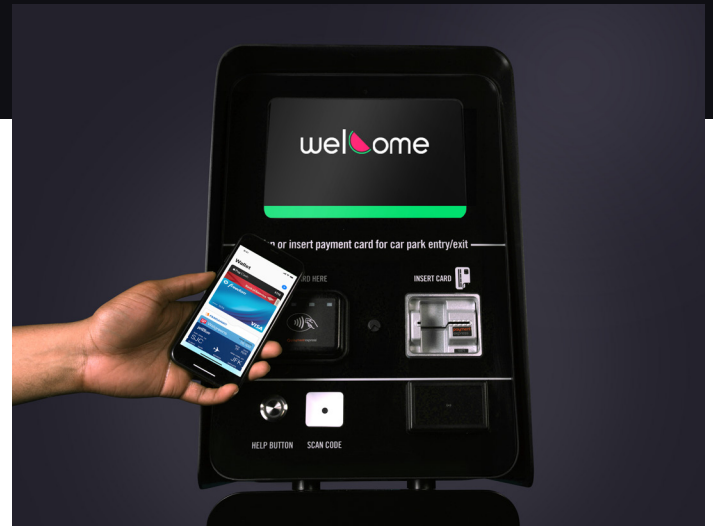
Customer Connect is configurable for parking operations of any size, where returning drivers can be treated as loyal members of your brand.

All members have their own account ID and each visit is registered to enable you to follow their individual patterns of usage.

### Build targeted marketing

The real revolution about Customer Connect is under the bonnet, where a growing set of data enables you to better understand your customers.

With this information you can enhance your marketing programs to develop new levels of service and create a competitive advantage.



### Innovative features:

- Users can access multiple car parks
- User portal provides customers access to their account and history
- Certified secure payments portal
- Carpark administrators can instantly view the movement of users
- Automatic loyalty discount settings
- Centralised rates management
- Instant access control

### Join the revolution

Make the switch to Watermelon and experience the future of car park management.

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