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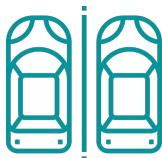
Swiss knife for mass businesses

COMPLETE SOLUTION FOR MANAGING PARKING SPACE

CUSTOMER INTERACTIONS AND LIFECYCLE MANAGEMENT PLATFORM

New technologies for parkings

Best suits for:

Parking Management Companies

Business centers

Shopping malls

Event management companies

Local government

Benefits for you

- Processing of payments for parking and related services through the payment terminal, mobile app, chatbot

- Provision of prepaid services (subscription for parking, entry passes)

- Support for free parking for employees or certain categories of vehicles

- Ability to organize payment via partner services (eg. a supermarket in a shopping center can issue a coupon for paying for parking in this shopping center, and a press kiosk in the city can sell parking passes with the discount

- Cross-marketing and cross-selling – the opportunity for parkings to recommend partners for a fee, and for partners – to offer using the service of your parking area

- Service in electronic form – neither paper coupons nor plastic cards are needed, although they can also be implemented if necessary or upon request of the local government. The system supports plastic cards that are already on hand

- Loyalty program, which can be individual for a parking or joint with partners

- The ability to reach visitors, drivers, customers through omnichannel communications (push-messages in a mobile application, chatbot, instant messaging, SMS, email)

We offer the best tools

- Payment processing

- Loyalty and Rewards

- Kiosk Information Panel

- Coupons and Certificates

- Prepaid Goods and Services

- Customer Database

- Information and Communications

Solutions for different business types in parking space management

Business-to-Customer (B2C)

- Easy payment and driver authorization

- Different payment methods are available: cash in the terminal, bank card, or payment through the application or chatbot, scanning the QR code of the parking session in the terminal.

- No talons, checks, lines, or search for payment terminals

- Ability to book parking space online

- Pay only for the time you were in the parking: support for per-second billing

Business-to-Business-to-Customer (B2B2C)

- Cross-marketing and cross-selling – the opportunity for parkings to recommend partners for a fee, and for partners – to offer using the service of your parking area.

- Loyalty program, which can be individual for a parking or joint with partners

- Processing of payments for parking and related services. The ability to accept money through the payment terminal, mobile application, chatbot

Problems that we help to solve

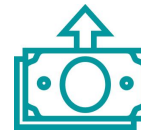Lack of tools for automated payment acceptance and processing

Complexity of arranging of subscriptions and parking passes

Outdated parking processes

Slow driver service

Complexity of cross-marketing and cross-selling projects

Used modules

Loyalty and Rewards %

- Loyalty Programs
- Rule designer
- Multilevel rewards for recommendations
- Personalized rewards

Coupons and Certificates

- Coupons
- Certificates
- Gift sets
- Multilevel rewards for recommendations

Used modules

Prepaid goods and services

- Digital prepaid cards

- One card can contain multiple customer accounts

- A card can contain goods and services as values

- Customizable limits of use of values on a card

E-shop

- Processing of various types of payment

- Own e-shop

- Modification of checks

- Operations with coupons and gift sets

- Crediting and redeeming of bonus points

Used modules

Information and Communications

- Sending of announcements or special offers

- Omnichannel communications: Push messages, chatbot, instant messaging, SMS, e-mail

- Multilingual messages

- Delivery scheduler

Customer database

- Any number of external customer identifiers

- Import and export of raw data

- Setup of a questionnaire, private to the business

- GDPR compliance

Hixst Parking Space + inCust

Combination of the engineering solution by Hixst with the inCust software significantly enhances and eases the parking management processes:

- Processing of payments for parking and related services. Ability to accept payments through the payment terminal, mobile application, chatbot

- Provision of prepaid services (parking or entry passes)

- Cross-marketing and cross-selling

- Omnichannel communications (Push-messages in a mobile application, chatbot, instant messaging, SMS, e-mail)

- Service in electronic form

- Loyalty program

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Hixst Park System can use both the inCust cloud service (SaaS) and individual copies of the inCust platform installed on the parking owner side

Results:

Installation and launch of Hixst Park System with integration doable in a month

The product is already being used in pilot mode in Spain, Latvia, and Estonia
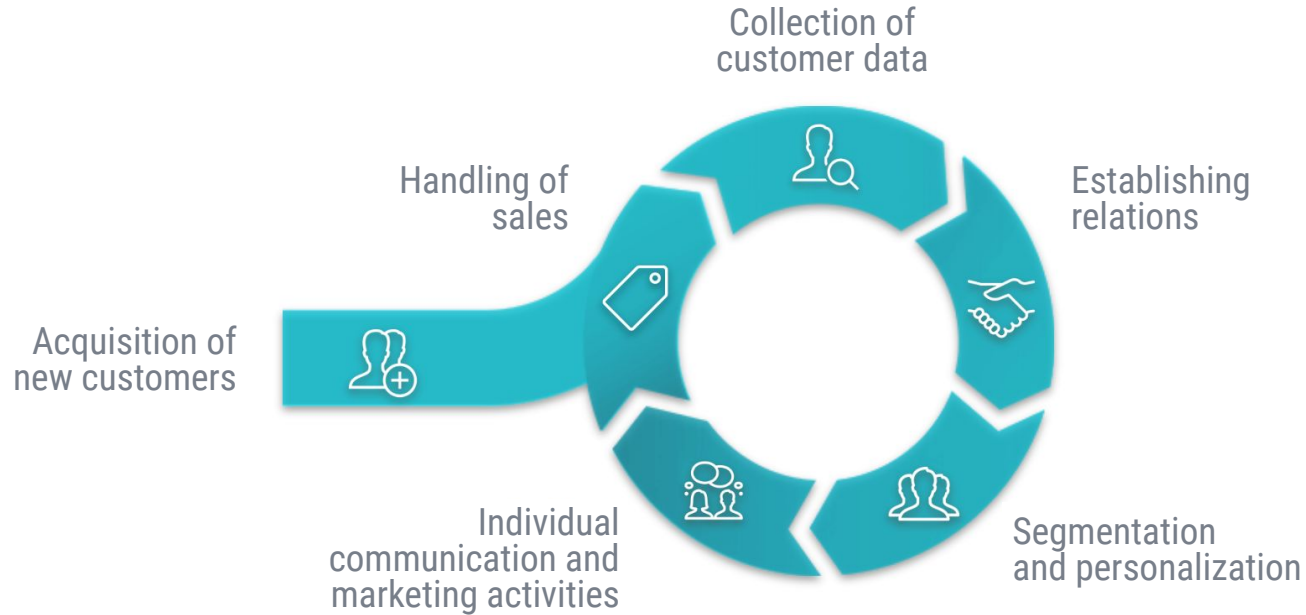
There already exist integrations with cross-marketing partners

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ABOUT PLATFORM

Ways of deployment

IN THE CLOUD

Branded with your name or as inCust branded service

- Quick start with further scaling
- Easy joint activities with other businesses
- Recognition of the inCust service among customers
- Single chatbot for all businesses
- Messages sent from the recognized inCust name

ON PREMISES

Deploy to your infrastructure

- Your trademark
- Your personal mobile app and chatbot
- Control over customers' personal data
- Control over the software
- Control over the servers
- Messages are sent from your business name

Ways of deployment

FROM 15 MINUTES

When launching in the cloud

- Quick sign-up to service

- Minimal setup required

- Ready to use mobile app

- Ready to use Customer control panel

- Ready to use chatbot

UP TO TWO WEEKS

When running on your servers

- Deployment of the platform software

- Integration with third-party services

- Setup and integration with the instant messaging services

- Creation of the branded version of the mobile app and chatbot

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Key features

- Scalability

- Flexible authentication and authorization

- Full scope of operations with the customer database

- Different ways to interact with customers: Kiosk, mobile app, e-shop, different communication channels

- Marketing tools: coupons, gift certificates, reward for a visit, bonus points, discounts, prepaid goods and services

- Communication channels: Push messages, chatbot, instant messaging, SMS, e-mail

We'll help to solve the following problems

Variety of separate instruments to serve customers and clients

Absent or insufficient information about customers

No contact with customers outside of stores

Lack of efficient mechanisms to engage and reward customers

Simple discounts undermine profits

Difficulty to differentiate from the competition

Difficulties in cooperation with partners for cross-marketing

Benefits for you and your business

Sales of goods and services via e-shop

Processing of sales and payments using the POS software by inCust

Customer self-service using the Kiosk information panel

Simple procedure of collection of questionnaire data and creation of customer database

Growth of customer loyalty using the multifunctional and flexible loyalty programs

Customer retainment with help of prepaid goods and services, and subscriptions

Personal communication with customers using omnichannel communication mechanisms

Issuance and use of coupons and digital certificates for marketing in your business as well as cross-marketing

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What makes inCust the universal solution for your business

Flexibility in launch and use - using Terminal app, Kiosk or mobile app for self-service, via integration with other software.

Customer authorization using a phone number, by email, plastic card number (when needed), by scanning QR codes etc.

Provision of goods and services with instant payment, on prepaid basis or with post-payment

Powerful and flexible loyalty programs

Open API with possibility of integration with third-party software

Unique functions of mutual settlements within a business or between different businesses without money

Unique features for your business

- Variety of payment mechanisms and ways of selling goods and services

- Feature-rich mobile app for customers

- Kiosk solution for customer self-service

- Chatbot

- Collection of reviews and ratings from customers
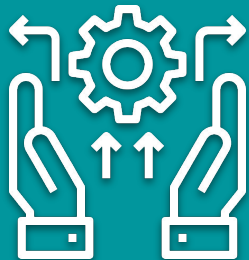
- Terminal, the app for personnel

- A set of APIs for integration and for business and brand management

- Ability to export data for analysis by external solutions

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inCust Mission

Help mass businesses deliver a pleasant shopping experience to customers

With this mission in mind, inCust develops and provides to mass businesses a wide range of software instruments for all stages of interaction with customers, from marketing and acquisition of new customers to processing of sales to turning one-time visitors into happy returning customers

Company information

inCust was founded in 2015 by the veterans of the worldwide IT industry and launched as an online service in 2016. Currently, the company is serving businesses in over **40 countries** around the world

The company, **inCust Ltd.**,
has its principal place of business in London, UK,
with development performed in the UK, Slovakia, and Ukraine

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