



# SMS for Parking

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Here's a sample of how the parking industry implements SMS

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## The Industry

Parking is a billion dollar industry in Australia. Over 80% of the population drive and park at any given point during the day, often parking in multiple locations. Parking locations in dense cities like Sydney and Melbourne are high in demand and can be expensive.

## The Problem

People are busy. When it comes to parking, it can be difficult to judge the amount of parking time needed. And it can be easy to forget about, even as companies are moving towards mobile parking applications.

Mistakes happen. People sometimes get away with free time; or they panic and add time to avoid a potential ticket; or they find themselves with a ticket on their windshield.

It's a lose-lose situation as companies potentially lose parking revenue or get a call from an upset customer trying to appeal their tickets.



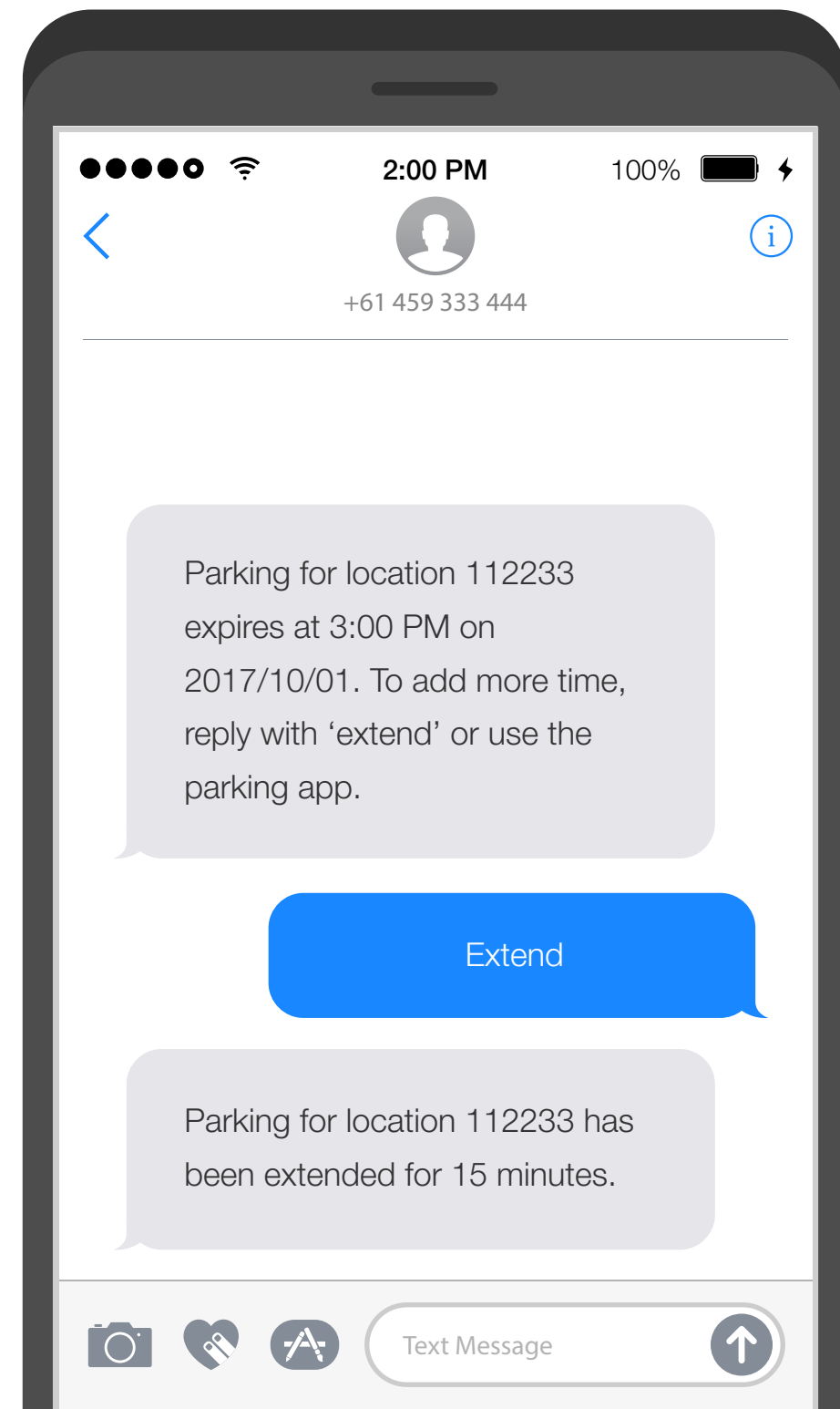
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## The Solution

To help increase parking revenue and decrease number of upset customers, integrate **SMS reminders** into the current parking system or mobile parking application. For example, 10 minutes before their parking expires, they'll receive a SMS reminder with their expiration time and how to extend it. Keep in mind that 90% of SMS messages are seen within the first 3 minutes they're received. This helps ensure a majority of customers react before it's too late.

A simple reminder can greatly improve the customers' experience by removing one of their greatest fears: a slip of paper on their windshield.

Companies can use our **SMS API integration** to develop their own systems to send SMS reminders, triggered by **SMS keywords**. For example, when customers reply with "extend", 15 minutes will automatically be added, provided that they already have a customer profile and credit card information on the system.





Contact us to learn more about  
our SMS Services

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[go.burstsms.com](http://go.burstsms.com)

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