

Customer-Centric Digital Experiences Keep Travelers Coming Back

Park 'N Fly came to Arke after starting a project with another vendor. They had completed design work, and needed a recommendation for new web platform technology to come in and launch the new version of PNF.com.

The Arke team got busy, quickly selecting the most appropriate technologies and the robust Sitecore website platform, which offered the desired level of customization for customer experience by market.

The new site needed both ecommerce and loyalty marketing capabilities as well as full functionality for a mobile application. It also needed to be versioned for each of the company's locations in 81 metropolitan areas nationwide.

Arke recommended Sitecore and integrated it with Park 'N Fly's backend loyalty APIs and data management systems. The new platform empowers all parkers to reserve a parking spot at the airport through the website.

After the new website was built and launched, Arke managed it for about 12 months before transitioning ongoing maintenance on to Park 'N Fly's internal team.

GOAL

Build customer loyalty with a sticky website and mobile experience.



INDUSTRY

Transportation

SERVICES

Localized Experience Design Website and Mobile App

STRATEGY

Build customer loyalty through a user-centric website and mobile experience customized to each Park 'N Fly location.

TECHNOLOGY

Sitecore, CRM

Park 'N Fly offers air travelers advance reservations with convenient parking, five-minute pick up and drop off at the terminal. In addition, fliers can take advantage of additional services like oversized parking spaces, car washes, oil changes, and pet boarding. Services vary by location and can be booked conveniently through PNF.com and the Park 'N Fly mobile app.

CHALLENGES

Before working with Arke, Park 'N Fly had a homegrown CRM to manage parkers. Any ancillary services purchased were integrated, with a loyalty play.

Park N' Fly also had localized SEO. When a user searches for parking, he/she is dropped to a very specific section of the website that displays only relevant, available services.

Both the app and website needed to allow users to make a first-time or return reservation and to easily book additional services.

Because of ancillary services such as pet spa, car cleaning, etc. vary by location, it was important that the new platform support localized content and API data pulls. This required heavy customer platform integration.

SOLUTION

Arke developed both a robust website and a mobile app that serves a customized experience.

- Localized Customer Experience that builds loyalty and return visits, while upselling ancillary services.
- New CRM system replaced the homegrown solution Park 'N Fly previously used, providing a more stable and integrated data management environment.
- Customer Loyalty is now tracked and recognized throughout the experience.



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RESULTS AND FUTURE GROWTH

Atlanta served as a test market, demonstrating the functionality and efficiency of the new customer experience. Additional markets were migrated to the new platform over the following months, until all regions were successfully utilizing the new website and mobile app.

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