

Digitizing 45 WIPARK Garages with Arivo

WIPARK Garagen GmbH, Vienna's oldest parking operator, has undergone a major digital transformation. In partnership with Arivo, 45 garages were modernized and unified under a single digital system—streamlining operations and enhancing the customer experience.

A Single Portal for All Users

At the heart of the project is the Arivo Customer Portal, which allows both short- and long-term parkers to manage their parking in one place. Customers can register online, enter license plate and payment information, and immediately access any WIPARK facility—no paperwork, no delays.

Long-term contracts can also be arranged via the portal, which serves as a full self-service hub. Users can update license plates, payment methods, and contact details at any time. All charges are billed automatically, and invoices are downloadable at the user's convenience.

From Fragmented to Fully Digital

Previously, WIPARK managed long- and short-term parking in separate systems. This resulted in inefficient workflows, slow onboarding, and extensive manual handling. Contract processing could take up to an hour, adding to staff workload and frustrating customers.

The new system eliminates these inefficiencies. Existing customer data was migrated, license plate recognition cameras

installed, and the Arivo platform aligned with WIPARK's operational workflows. On December 1, 2024, the digital platform launched across all 45 garages simultaneously.

Immediate Impact

The results were striking. Within three months of launch, WIPARK saw a 70% increase in registered users—without spending anything on additional marketing. Revenue in the first month rose by 50% year-on-year. Customer satisfaction also improved. With 24/7 online access—even after entry—users gained unmatched flexibility and convenience. The intuitive interface encourages registration, helping convert anonymous short-term parkers into loyal users.

Efficiency Gains for Staff

The administrative burden has dropped significantly. Tasks that once took hours are now handled automatically. Staff now focus on delivering high-quality service, while the Arivo dashboard provides real-time, 360° customer insight to quickly resolve issues.

Setting a New Standard

This project goes beyond digital modernization—it redefines what a seamless, user-friendly parking experience can look like. Numerous small improvements have combined to create a benchmark for digital parking in Vienna.

