



© Stephan Huger Wipark Garagen GmbH

45 WIPARK properties have been digitised.

Arivo

45 Car Parks Digitised for WIPARK

Together with Arivo, WIPARK digitised 45 car parks. At the heart of the project was the introduction of the Arivo Customer Portal, which enabled uniform management of short-term and long-term parkers for the first time and optimised customer service. According to those responsible for the project, the solution increased WIPARK's customer base by 70 percent in just three months.

WIPARK Garagen GmbH, Vienna's oldest car park operator and subsidiary of the city, offers a comprehensive range of parking services for short-term and long-term parkers. A significant part of this – 45 car parks with 14,000 parking spaces – has now been digitised in collaboration with Arivo.

Efficiency and Customer Friendliness

Before digitising its parking processes, WIPARK's customer service operations were largely manual. For example, long-term parking contracts could only be concluded at fixed times. Billing and cancellations were done manually. These processes resulted in lengthy processing times and high administrative costs. To counteract this, WIPARK decided to digitise its parking systems and introduce Arivo Customer Management and Portal. The goals: to reduce administrative effort, increase customer friendliness and strengthen customer loyalty. "We wanted to specifically attract unknown short-term parkers as regular cus-

tomers," says Manuel Hahnl, Innovation Manager at WIPARK.

After an intensive planning phase in which the requirements for the new system were clearly defined, implementation began. Arivo cameras for license plate recognition were installed in the parking facilities and existing customer data was transferred.

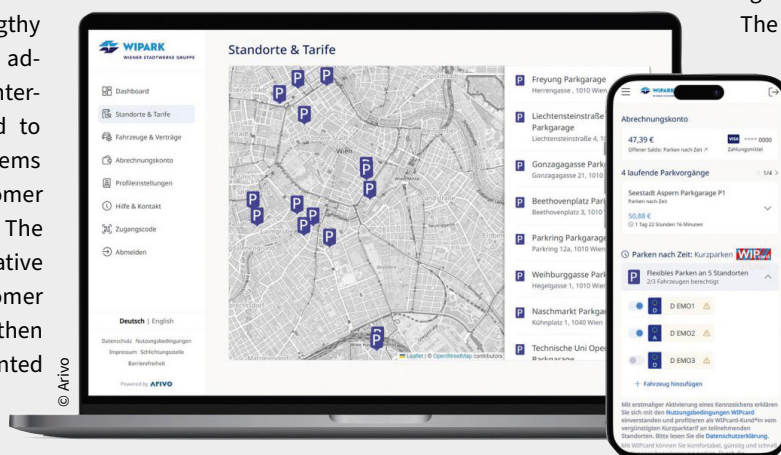
The Arivo Customer Portal has been in operation in all 45 car parks since December 2024. Customers can register online in just a few minutes using the digital WIPcard – even after entering the car park – and park at 45 locations. Long-term parking spaces can also be booked online. Customers can use the digital self-service portal to change their de-

tails, such as their license plate number or payment method, at any time and download their invoices themselves. Fees for long-term parking are paid automatically in advance, while short-term parking times are collected and billed at the end of the month via direct debit.

Successful Test Phase

In addition to optimising the customer experience, the new system is also having a significant positive impact on day-to-day business operations, according to Arivo. Within just three months of going live on 1 December 2024, the customer base grew by 70 per cent – without any additional marketing budget.

The automated processes and self-service portal have significantly reduced the workload of customer service. This frees up staff capacity that can be used for customer service, for example. There are also fewer calls to the control centre. Customer issues can be resolved quickly as needed, as Arivo Parking OS provides real-time information on outstanding payments, expired contracts and blocked licence plates.



Dashboard of the Arivo solution for WIPARK