

Calgary International Valet Operation Provides Speed and Service

By Mine Gulec

Park2Go is an organization that goes to great lengths to keep its promises. The valet operation, which serves Calgary International Airport, promises to get customers from the offsite facility to their terminals in nine minutes. That means every aspect of their check-in procedure must be fine tuned for speed and service.

Park2Go's General Manager George Garcia says the company strives to make parking the fastest and most pleasant part of its customers' trip by assisting them with luggage and getting them to the airport quickly—all with a friendly smile and courteous service.

Last December, a combination of bad weather and holiday crowds hit Park2Go hard and inspired company leadership to search for a system that could handle heavy traffic. Park2Go needed a valet operating system that would help

them meet customers' needs and keep their nine minute promise—in any weather.

“The system we had just couldn't process the information we needed at a time when we were swamped with a rush of people in a hurry,” says Garcia. “The freezing temperatures and unrelenting snowfall just made matters worse.”

Park2Go is the only offsite valet parking and shuttle service at the airport and it competes with operations that are larger and have been there longer. Garcia knew he had to make a change so he searched out possible operating systems and found one that made a major impression—Automated Valet's AVPM operating system.

“When we saw that Automated Valet's technology could give us a competitive edge, we were hooked. The system would also keep us a step ahead of our demanding customers who

Above left: PARK2GO's General Manager, George Garcia

Above right: Employee scanning the valet ticket, customer is presenting the “Valet Boarding Pass”



value technology, fast check-ins and checkouts,” Garcia says. “The technology was also in keeping with our commitment to provide friendly service, quick delivery and security for our customers’ vehicles while they travel.”

Park2GO chose AVPM for its expandability, quick installation and huge inventory of innovative applications. The Calgary site has a premium combination of tools to streamline service and protect revenue. Calgary International is one of Canada’s busiest airports and services a fast growing city whose population just surged past a million people.

Garcia says the technology helped simplify and organize everything while still holding employees accountable. The idea was that all of the procedures would be seamless for the customer—whose primary interest was to leave their vehicle in the secure hands of Park2Go and then get to and from the airport quickly, efficiently and with as little hassle as possible.

The Garage Access Control system with video processing provides foolproof protection against false damage claims. The scanning process actually scans through the vehicle—saving Park2Go the hassle and expense of false claims.

“The visual records created of vehicles coming in and out of our secured lots is ideal for us,” says Garcia. It protects both the customer

and Park2Go. The customer is protected in the unlikely event that his/her vehicle sustains damage while under our care. Park2Go is also protected from unscrupulous criminals. Either way, it’s a win-win for both the customer and Park2Go.”

“The Video Scanning Process for pre-existing damages is one of the things that make our system exceptional. We can see every single detail,” says Automated Valet CEO Ken Gulec. “If there is previous damage we capture the whole vehicle.”

Park2Go’s ambassadors use AVPM with handheld Bluetooth scanners at check in and check out to decode and recognize vehicle VIN numbers, as well as process reservations, credit card payments and fees. The process takes only seconds and all the information is right in the valet’s hands. Another feature that maximizes revenue control is the Ticket Inventory System which counts tickets as they are received and returned by the customer—making sure every fee is paid accounted for. The Validation Tracking System keeps track of the distribution and redemption of validation to ensure accuracy and proper use.

Park2Go also chose to install the AVPM Operation Board which specifically prevents lost keys and misplaced vehicles. Keys and vehicles are checked in together and counted and recorded by the Operation Board. If a key is not delivered to the dispatch office within 12 minutes, the system will alert staff members. Once cars are received

Left: Employee scanning the “Valet Boarding Pass,” the system inserts all the information to the ticket including, customer name, vehicle information, flight information, special requests, and contact information.

Right: Employee working with AVPM system. AVPM system offers 100% touch screen interface on all of its applications.



Above: After every customer checks in, PARK2GO gets customers to and from airport in nine minutes.

and their keys delivered to the dispatch center the system will monitor any movement.

Park2Go also chose full flight database integration, online reservations and email or text messaging options for customers. As the world goes completely digital, Park2Go will have the tools to keep up. Park2Go's ambassadors can actually track the departures and arrivals online and have customer's cars ready. Customers can email or text their vehicle requests the moment they land giving Park2Go more time to prepare vehicles.

Garcia is always looking for ways to enhance customer communications by employing the most current interfaces. That includes incorporating social media such as Facebook and Twitter. Texting and emails are already being used and integrating Facebook and Twitter is up next. Time saved by the use of these technologies and interfaces helps Park2Go keep its promise to customers to have vehicles ready, cleaned off, warmed up and waiting no matter what the weather conditions. Automated Valet has made a similar promise to Park2Go.

"AVPM provides 100 percent revenue control and comes with full and uninterrupted technological support from Automated Valet—even if there's a blizzard coming down," Gulec says. "The system is 99.9 percent up so maintenance and operation issues are addressed nearly instantaneously."


Another revenue control features is biometric time and attendance. Employees clock in and out of work using their fingerprints. Hours are

recorded automatically and the feature is nearly impossible to defraud. Park2Go installed this technology and can enhance it in the future with other applications as needed.

"We have the option of adding payroll and work scheduling and other features at a later date if we want. The system can grow with us. That's a prudent strategy for helping us to manage our growth," Garcia says.

Gulec says Park2Go's options are limitless.

"This is an airport operation with specific needs. They have the heavy traffic, hurried customers and extreme weather," Gulec says. "We are proud to be a part of their program to make service great for their customers. We'll be ready when they need to expand."

Garcia says feedback from his customers has supported the decision to go with Automated Valet. "The new system helped us in other ways by providing protection against employee clerical and operational errors and fraudulent customer damage claims," he says. "It's amazing technology—to be able the monitor the comings and goings of cars, keys, and employees—all under one roof at one of North America's busiest airports." 

Mine Gulec is Automated Valet's director of sales and marketing. Gulec has been a consultant for the company since it was founded five years ago. As a college student, Gulec worked at valet operations as a driver, cashier, dispatcher and manager. She can be reached at **866.446.0024**.