TEXT-TO-PAY

CASE STUDY



TEXT-TO-PAY™

Leverage all the perks of mobile payments, without an app or account creation! With IPS TEXT-TO-PAY™, drivers can pay quickly and easily right from their phone via SMS texting and web browser. By removing the biggest hurdles of pay-by-phone parking, IPS helps operators improve convenience and compliance.

A West Coast-based private operator, and current IPS customer, offers both traditional app pay and TEXT-TO-PAY™ in the same lot so that parkers can choose the easiest option. The choice is clear: Within two months of deployment, TEXT-TO-PAY™ accounted for 72% of all mobile payments.



CHALLENGE:
Single App Payment Method Isn't Accessible to All

For parkers, app downloads are a big ask – especially if it's the only option. It's time-consuming to find and download a new app, most customers don't want to sign up for an account, and keeping the app on your device takes up valuable storage space. Especially for a one-time visit or short parking session, customers complained, "Is this really necessary?"

For international tourists with country-specific app store restrictions, downloading a parking app isn't just annoying – it can be impossible. And for customers who aren't tech-savvy, knowing how to download and navigate a new app can feel impossible.

Without an alternative way to pay, the operatorslost out on income and app-less parkers had to choose a different lot or risk a citation.

SOLUTION:
Multiple Payment Options Boosts Convenience and Compliance

TEXT-TO-PAY™ was quick and easy for the operator to deploy. IPS provided turnkey set-up complete with clear, customized signage, dependable backend support, and complimentary training for a seamless upstart within the IPS Data Management System. The client deployed TEXT-TO-PAY™ alongside the IPS MSX Multi-Space Kiosk to facilitate a more convenient experience for everyone, including parkers who prefer physical payment infrastructure.

IPS handled everything on the implementation side for us. They were able to match our color scheme and the sizes we needed for the signage. They adjusted the artwork to get it perfect for us, which was great. Even when we were new to the system, we looked like experts because we had such great support."

With fewer barriers, it's just as easy for parkers: no app download or account creation needed. Customers simply scan a QR code or text PAY to 77447 and enter a zone number to receive the secure payment link. TEXT-TO-PAY™ takes less than a minute! Plus, the system automatically sends a digital receipt and expiration reminder with an option to remotely extend the session.

"When using TEXT-TO-PAY™, you don't have to leave your car. You can do everything while you're sitting there. That's valuable, especially in bad weather or areas where people may not feel safe pulling out a credit card." Just like IPS, our client recognizes that customer convenience and comfort are key drivers for compliance.

When we only offered mobile app payments, our compliance was less than 70%. Now, with the IPS MSX kiosk and TEXT-TO-PAY™, we're at 93% compliance."

IPS | Past. Present. Future-Proof.



For more information on the IPS Fully Integrated Smart Parking Ecosystem, please contact us.
Schedule a Q&A: **877.630.6638 | ipsgroup.com**

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