

## Park Mark helps APH stand out



### Recognition and value

Customers recognise and value the Park Mark brand, which helps position APH as a credible operator they can trust. This has helped APH increase occupancy and revenues.

APH (Airport Parking & Hotels) has been involved in the Safer Parking Scheme since its inception. The company was a member of the scheme's forerunner, Secured Car Parks.

All three APH-owned car parks – at Gatwick, Birmingham and Manchester airports – have Park Mark accreditation. These are surface car parks offering meet and greet along with park and ride services 24 hours a day, 365 days a year, with a combined 8,404 spaces in total.

APH Meet and Greet services account for ten per cent of customers. This lets customers drive straight to the terminal, where a fully insured chauffeur takes their vehicle directly to a secure car park.



APH Park and Ride uses the same secure car parks. This time customers deliver and collect their own vehicle. Once they've handed over their keys, they jump on a transfer bus and take the short hop to the airport terminal. On their return they head for a dedicated bus stop right outside the terminal.



Ninety per cent of those using APH services are travelling for leisure with the remaining 10% business users. Customer satisfaction is high on Reevo – the

independent social media app APH uses to gather feedback. Currently, all three airport car parks score 9.1/10 or higher for customer satisfaction.

## Customer service

APH puts a high priority on customer service; the reason it joined both the Secured Car Parks and Safer Parking schemes. Park Mark accreditation is an important measure to reassure customers that APH car parks are safe places.

“Park Mark helps us stand apart from non-approved operators and the negative publicity they attract at Gatwick, Manchester and Birmingham,” says operations manager David Evans. “People travelling on holiday or for business have the peace of mind we’re the right company for them.”

The scheme requires APH to photograph vehicles when they arrive and monitor the location of each vehicle. Perimeter fencing and barriers control access, while lighting and CCTV ensure enhanced security.



CCTV covering entrances and exits is monitored 24 hours a day and records both number plates and faces. Reception offices are pleasant, bright and welcoming. APH goes beyond the Safer Parking Scheme minimum. All members of staff wear uniforms and carry identity cards. Meet and greet customers are phoned in advance with the name of their chauffeur.

“Park Mark helps us reassure customers that their cars will be treated with the utmost care and respect. They fly out knowing their vehicle will be returned in the condition they left it,” says Evans.

## Accreditation benefits

APH’s first Park Mark award was issued in February 2005, with each of the car parks assessed every two years, when police assessors visit the sites and suggest improvements if required.

The bright blue Park Mark logo, with its big white tick, appears in reception areas, on the entrances to the car parks, letters to customers and car park pages on the website.



“We believe it is good to publicise our accreditation, Park Mark has been a contributing factor to some of the excellent things we have achieved,” says Evans.

These include being named Best Airport Parking Company at the British Travel Awards five years in a row – it is the public who choose the winners.

Customers recognise and value the Park Mark brand, which they associate with the APH Meet & Greet and APH Park & Ride brands. It helps position APH as a credible operator they can trust with their cars.



### More information:

[www.britishparking.co.uk/Park-Mark---The-Safer-Parking-Scheme](http://www.britishparking.co.uk/Park-Mark---The-Safer-Parking-Scheme)

<http://www.aph.com/>