

# Coupons

## Increase Your Operational Efficiencies



Coupons are a PIN code-based, fully auditable method of payment available from Digital Payment Technologies (DPT) on the LUKE and SHELBY pay stations. Coupons can operate in both online and offline applications. Using this method of payment, you can allow an individual parker or groups of parkers to purchase parking at a reduced rate. Coupons can also be used to issue complimentary parking permits.

### Coupon Applications

The applications for coupons are as varied as the customers you serve.

#### Customer Service

- Issue coupons as a goodwill gesture to parkers who have a valid customer service concern
- Issue coupons as a promotional giveaway to increase initial acceptance of a new parking system
- Issue coupons as part of a local merchant loyalty program
- Issue coupons when a pay station is unable to accept coins or bills due to a jam or failure, thereby avoiding an unnecessary citation for the parker

#### Operational Efficiency

- Issue coupons to special guests or VIPs for complimentary parking
- Issue coupons to staff, then optionally bill their department or organization
- Issue coupons to volunteers for complimentary parking in exchange for their time
- Issue coupons to eliminate the need to carry coins or use credit cards when testing pay stations

### Benefits of Coupons

#### Additional Payment Option

Coupons are considered an additional method of payment and can be configured to be accepted for any rate available on the pay station. Coupons can also be configured for special “Coupon Only” rates. By using coupons, you don’t have to distribute tokens or barcodes, just coupon numbers.

#### Easy To Use

The parker selects the rate that they wish to purchase, and then enters their coupon number when prompted by the pay station. The number is validated in real-time, and if it is valid, a permit is issued.

# Coupons

## Increased Parking Control

Coupon use can be restricted to any combination of date, lot, region, pay station, space number, and number of uses. With real-time validation, the system prevents abuse from people sharing coupons.

## How Coupons Work

Each eight-digit coupon number can be configured either offline using DPT's Back Office Support System (BOSS) or online using DPT's Enterprise Management System (EMS). Coupons can be created individually or through a batch process using a comma-separated value (CSV) file. Once the coupons are configured they can be activated by uploading them to EMS or to individual pay stations.

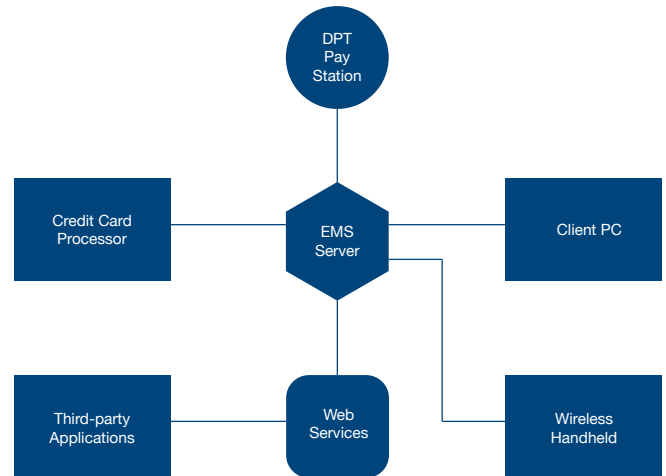
## Technology Integration

Coupons can be used in conjunction with many types of third-party management systems. By using the coupon number to identify individual parkers, management systems used for events and carpooling can easily connect to the pay stations. Also, since coupons can be either single or multi-use, there is a high degree of flexibility in how they are deployed. When used with third-party systems, coupons can also provide a method of participation validation.



## Network Components

1. DPT's LUKE or SHELBY pay station
2. DPT's Enterprise Management System (EMS)
3. Subscription to DPT's Coupon Module
4. Internet connectivity



To learn more about how coupons can improve customer satisfaction and increase operational efficiencies, talk to us today.

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