



CASE STUDY

Yonge Sheppard Centre



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“When we approached their client relations team with an emerging need to create operational staffing efficiencies, it was clear they understood what the issue was and exactly how they could resolve it to our complete satisfaction. Simply put, they were eager to help however they could.”

Rosa Garafalo
General Manager
Yonge Sheppard Centre

The Client

The Yonge Sheppard Centre is a mixed-use development maintained by RioCan REIT. The multipurpose parking facility caters to residential, commercial, and retail parking users. At nearly 700,000 square feet, the Yonge Sheppard Centre’s parking facility is the second-largest in the GTA.

The Challenges

Following a change in tenants, the Yonge Sheppard Centre saw a dramatic reduction in the number of vehicles parking after 11:00 p.m. As a result, RioCan began exploring how they could effectively maintain a premium customer service experience without substantial traffic volumes to warrant 24/7 staffing throughout their parking facilities. With an immediate need to minimize operating expenses, RioCan approached Precise ParkLink for a solution.

The Solutions

Upon receiving RioCan’s request, Precise ParkLink proposed deploying their Interactive Parking Assistance Response Centre (IPARC™) program to continue providing a 24/7 service and support presence for Yonge Sheppard Centre’s customers without having to commit to staffing a dedicated overnight shift.

Within less than one week, our technicians were on-site, making the necessary modifications to the hardware. Our client relations manager worked closely with

RioCan to develop a specific site profile. “I could not have been more pleased with Precise ParkLink’s implementation team. The transition to the IPARC system was completely seamless, and we received no customer complaints about the two-day installation period,” said Garafalo.

This was our client’s opportunity to outline what kind of service they want their customers to receive – right down to a standardized greeting, how to process lost ticket requests, where pay stations are located to direct customers, how to provide payment instructions, and more. From this, we developed formal operating procedures for the site and distributed the document to our IPARC client care team, who would ultimately be responsible for providing the overnight coverage.

“Precise ParkLink invited me to their live central monitoring facility. Immediately, I was impressed with the quality of their call centre staff. They answered calls within a few seconds, greeted each customer in a friendly tone, and were knowledgeable about each site’s specific requirements,” said Garafalo.

By offering 24/7/365 coverage, the IPARC solution gives our clients total flexibility in deciding what support they need and want. Yonge Sheppard Centre could leverage IPARC as a low-cost staffing alternative without sacrificing service levels or equipment reliability. Our factory-trained monitoring staff not only provide overnight coverage for eight hours seven days a week, but they are available during regular business hours to act as a backup for breaks and in the case of emergencies.

Final Words

“I’ve had the pleasure of working with Precise ParkLink since 2005 and have personally witnessed the professionalism of their staff and the responsiveness of their service as our operation needs have evolved over the years.

The efficiencies that Precise ParkLink has afforded us are all the more impactful as commercial and property management firms across Canada feel the pressure of diminished revenues from their parking operations. Even in these unprecedented times, our investment in Precise ParkLink’s solutions continues to pay dividends. The IPARC service has allowed us to remain agile in the face of uncertainty, continuing to offer our tenants and their customers a premium experience without the risk of in-person interactions.

As a property manager with significant national representation, RioCan needs to attract the best tenants with industry-leading technology and customer services. Time and time again, Precise ParkLink has proven to be an enthusiastic and innovative partner in meeting these strategic goals.”