



## **PHONE AND PAY**

# **Customer experience handbook**



**Last updated - 29/03/2016**

This documents has been collated to assist customers to further understand the process a motorist goes through when they are booking parking session.

We have focused on three key modes of booking parking:

1.     **On the automated line**
2.     **By SMS**
2.     **Via Mobile App**

Should you require any more information please contact your account manager.

## **Booking a parking session by calling the automated line on 01512030000.**

### **A. For new users:**

1. We request the VRM information (**"We will now need your vehicle information, please clearly speak the vehicle registration, make and model of the vehicle, followed by the # key"**)
2. We request the Credit Card details (long card number and expiry date).
3. We then confirm VRM and Credit Card details are correct (the system checks if the Credit Card details provided are valid, if not, the customer is asked to re-enter these).
4. We request the 4 digit location code (**"Please enter your 4 digit location code"**).
5. The user must confirm the location code entered by pressing 1 (**"You have entered [7311] located in [Mount Pleasant Car Park]. Press 1 to confirm, Press 2 to re-enter details"**).
6. We request the expiry time (**"Using the 24 hour clock please enter the time you would like your session to end"**) play tariff options (**"Press 1 if you wish to park for up to 1 hour, Press 2 if you wish to park for up to 2 hours, etc."**) or request the number of hours the user wishes to park for (**"Please enter the number of hours you wish to park for followed by the # key"**).
7. Once the user selected their expiry time / tariff option - the automated line confirms the session details –**"To confirm parking until [10:45] am at a charge of [£1] - Press 1 to confirm, Press 2 to re-enter your timings."**
8. If the customer presses 1 and confirms their selection the session is then added and the customer would hear: **"Thank you, your parking has started, you can now go**

online to download VAT Receipt or manager your account on [www.phoneandpay.co.uk](http://www.phoneandpay.co.uk)."

9. If there is a need for further confirmation of the VRM info, after step 7, when the customer presses 1 to confirm sessions details, they would hear: **"In order to confirm your parking session and for security purposes, please respond to our SMS with your vehicle registration only. If you fail to reply with your vehicle details, the sessions will not be booked! Thank you for using the service. Goodbye!"**

This triggers the following SMS to be sent to the user: **"To confirm your parking session and for security purposes URGENTLY reply with your vehicle registration only."** If they do not respond to the SMS above, the session is deleted and a further SMS is sent advising the user of this: **"As you haven't confirmed your vehicle registration your parking session has not been booked. Please call the number on the signage."**

B. For existing users:

1. **"You have selected to park vehicle [ABC123]. If this is correct press 1, if not, press 2 to amend vehicle details. Alternatively press \* (star) for further options."**
2. For existing users with valid payment details, there is no need to enter CC details so the menu jumps to step 4 (as above) requesting the user to enter the 4 digit location code.

## **Booking a session by SMS:**

The user must send the booking request to 07786 207 708. The text should include the following information:

- Location number
- Length of stay (in minutes)
- Payment card 3-digit security code

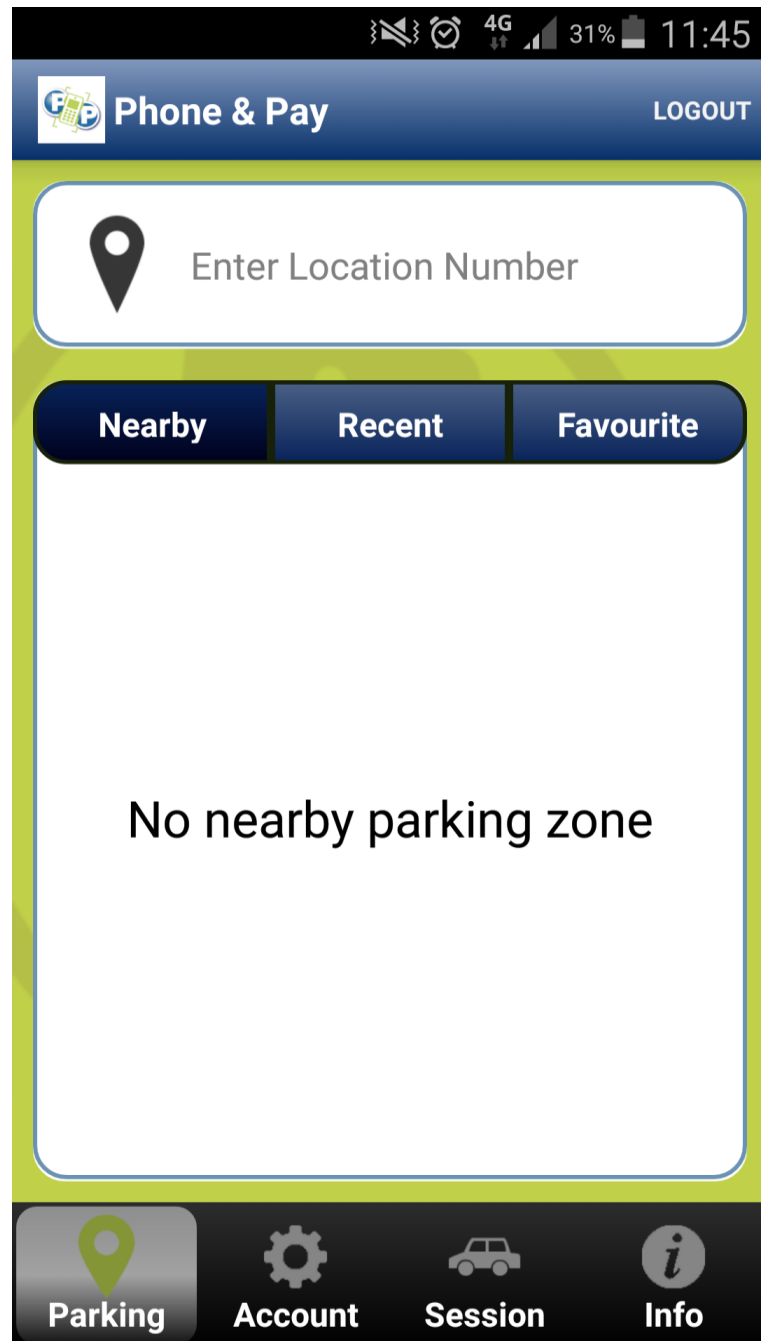
For example: if you park at location 7311 for 60 minutes with payment card security code 530, you text: 7311 60 530

If the customers are opted in for the confirmation SMS, this is sent as soon as the booking is processed by the system. **"Parking [ABC123] at [7311 \_ Mount Pleasant Car Park] expires at [20:00:00] today. Access your account and VAT receipts at [www.PhoneAndPay.co.uk](http://www.PhoneAndPay.co.uk)"**

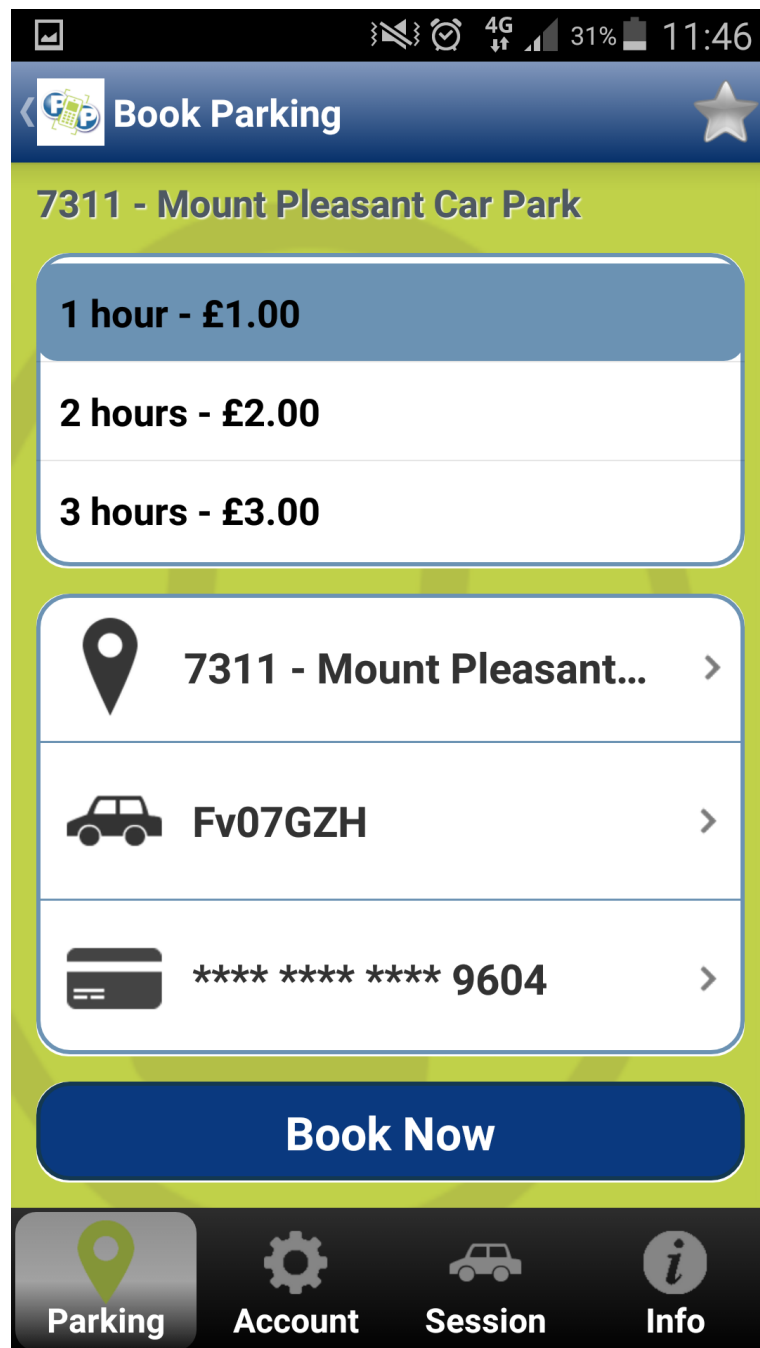
If there is an issue with the payment details, the user is prompted by the following SMS: **"Your payment for parking has not been authorised and you are NOT currently booked to park. Please call 01512030000 to confirm your payment details."**

## Booking via our Mobile Apps:

1. Once logged in to the App, the customer is required to enter the 4 digit location code:



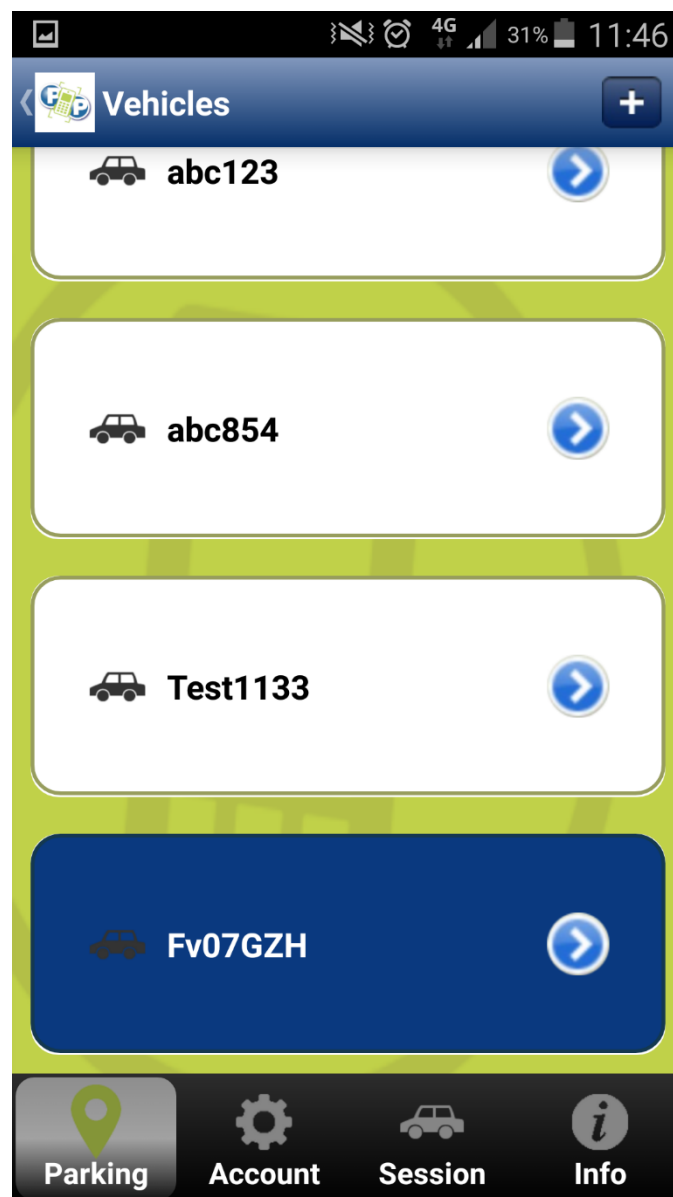
2. Once the location is selected, the next screen shows the available tariff options:



3. At this point the customer can select the tariff option, can check the vehicle description, change VRM or change the payment card they wish to make payment with.

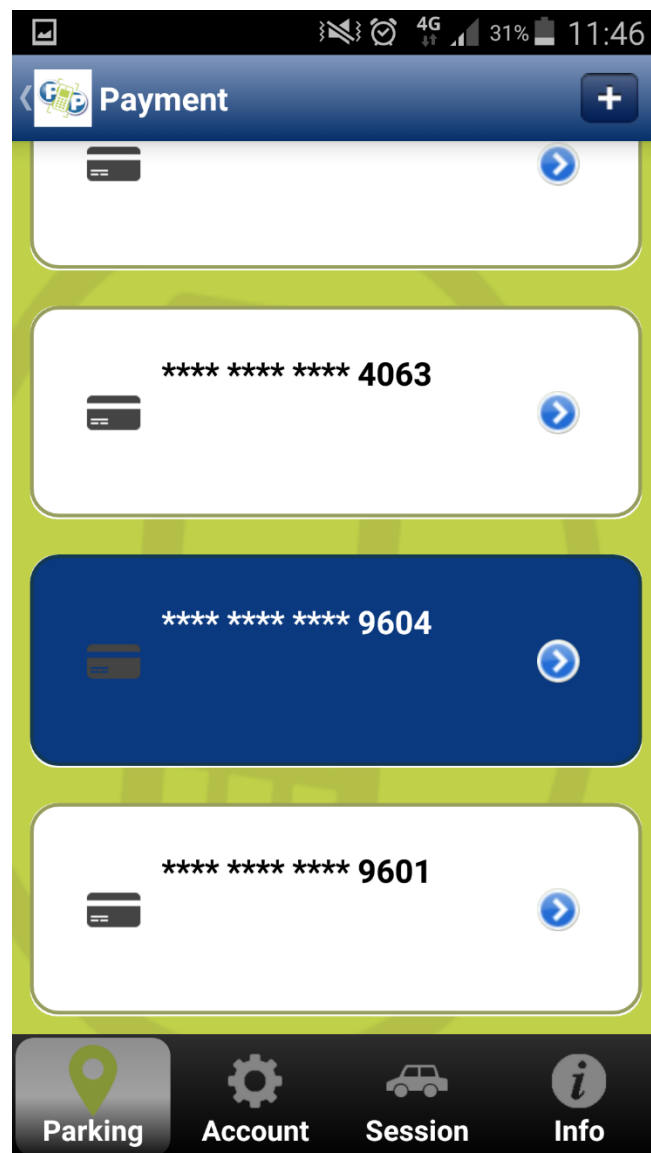
If they press on the button showing their VRM - this would get them to the screen below.

The active VRM is highlighted in blue, but the user has the option to select any other VRM prior to booking the session

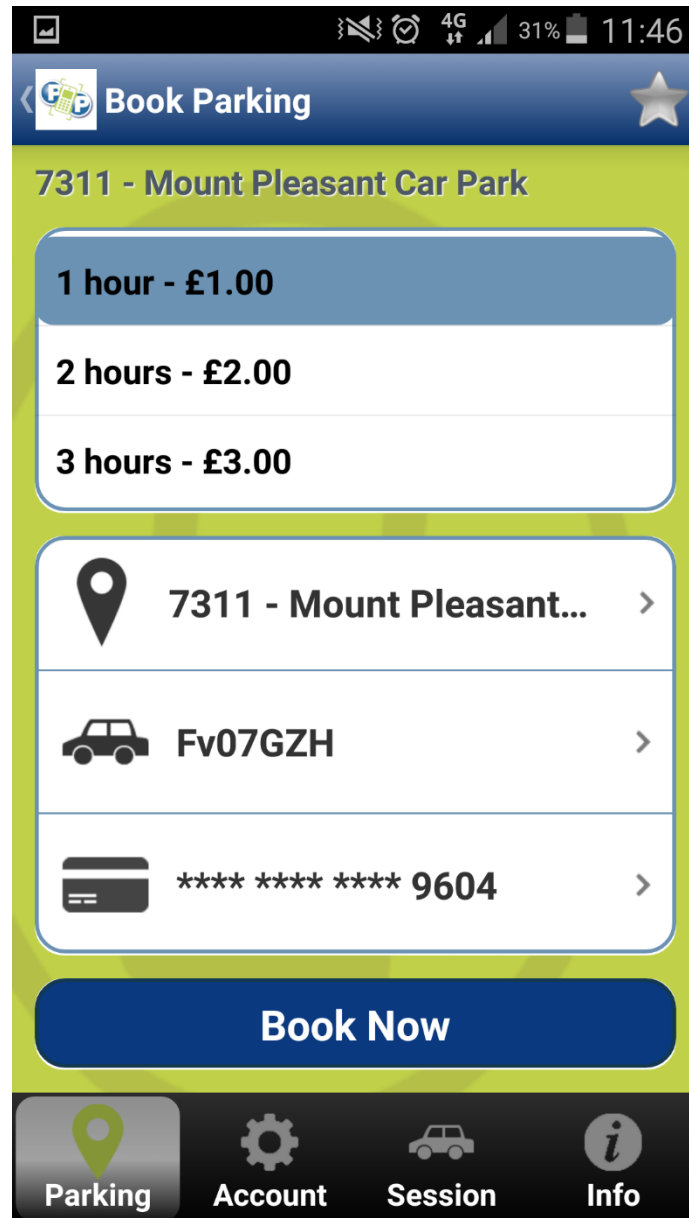




4. If they press on the button showing the last 4 digits of their card - this would get them to the screen below. The active payment card is highlighted in blue, but the user has the option to select any other card stored on the account, before proceeding with the booking.



5. Once the booking details are correct (time / VRM / CC details) the user is requested to press **“Book Now”**:



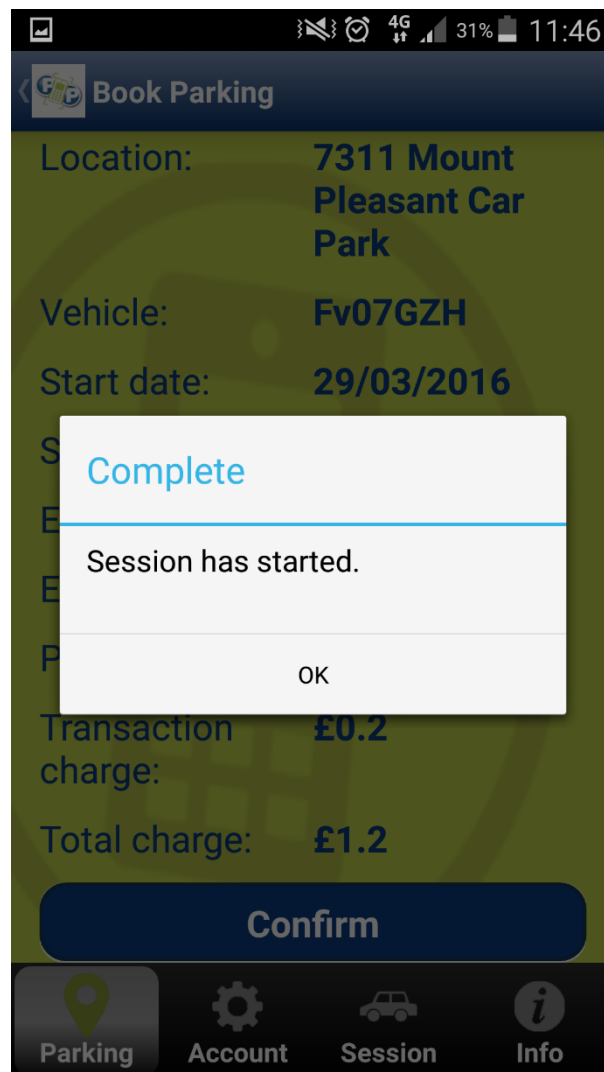
6. Pressing **“Book Now”** triggers the pre-confirmation screen as shown below. This step confirm the charge details as well as VRM and session start and expiry times. At this point the customer can either proceed with the booking by pressing **“Confirm”**, or press the **“Back”** button to amend any details.

The screenshot shows a mobile application interface for booking parking. At the top, there is a status bar with icons for signal, alarm, 4G, and battery level (31%) at 11:46. Below this is a blue header bar with a back arrow and a parking 'P' icon, followed by the text 'Book Parking'. The main content area has a light green background with a large, faint 'P' watermark. It displays the following details in a list format:

- Location: **7311 Mount Pleasant Car Park**
- Vehicle: **Fv07GZH**
- Start date: **29/03/2016**
- Start time: **11:46:43**
- Expiry date: **29/03/2016**
- Expiry time: **12:46:00**
- Parking charge: **£1.0**
- Transaction charge: **£0.2**
- Total charge: **£1.2**

At the bottom of the green area is a large blue button labeled 'Confirm'. Below this is a dark grey navigation bar with four icons and labels: a location pin for 'Parking', a gear for 'Account', a car for 'Session', and an 'i' for 'Info'.

7. Once the session is confirmed, a small pop-up advises the user the session has started.



8. Finally, once the motorist presses “OK” and closes the previous pop-up they are taken to the count-down screen as below:

