Coupons

Improve Consumer Loyalty with a Convenient Payment and Discount Option

Coupons are a PIN code-based, fully auditable method of payment available for pay stations from T2 Systems (T2). With coupons, a consumer, or groups of consumers, can purchase parking at a reduced rate. Coupons can also be used to issue complimentary parking permits.

Benefits of Coupons

- **Additional Payment Option:** Coupons are considered an additional payment option and can be accepted for any dollar or percentage discount at the pay station. Coupons can be set for either single or multi-use.
- **Easy to Use:** The consumer simply enters their coupon code when paying for parking at the pay station. The pay station then validates the coupon code in real-time and issues a permit.
- **Increase Parking Control:** Coupon use can be restricted to any combination of date, region, lot, pay station, space number, and number of uses. With real-time validation, the system prevents abuse from coupon sharing.
- **Streamline Accounting:** Coupons are easily managed and can be assigned to different organizations or departments to track parking costs. This enables accounting departments to allocate parking costs accordingly.

Applications for Coupons

There are many applications for coupons to serve your consumers.

Customer Service

- A goodwill gesture to consumers who have a valid consumer service concern
- A promotional giveaway to increase adoption of a new parking system
- As part of a local merchant loyalty program
- If the pay station is unable to accept payment, using coupons in lieu of payment allows consumers to avoid any unnecessary citation
- Complimentary parking for special guests or VIPs

Operational Efficiency

- Staff or guest parking, optionally billed to a certain department or organization
- Volunteer parking, as a form of compensation
- Maintenance and pay station testing, eliminating the need to carry coins or use credit cards

Additional Revenue Stream

- An add-on for consumers when purchasing special event tickets
- As part of a package included with admissions fee to tourist attraction or event
Features

- Operates as an online application
- Deploys either as single or multi-use
- Use can be restricted to only once-daily
- Provides a method of validation
- Coupon codes can be alphanumeric and up to 10 digits in length
- Allows parking to be purchased at a reduced rate either by a dollar amount or percentage
- Easily configured through Digital Iris
- Third-party systems can easily integrate and manage coupons in Digital Iris using T2’s Coupon API

How Coupons Work

Each coupon code can be configured using Digital Iris. Coupons can be created individually or through a batch process using a comma-separated value (CSV) file. Once the coupons are created they are then activated using Digital Iris.

Technology Integration

Coupons can be used in conjunction with other types of third-party management systems. By using the coupon number as the consumer identifier, 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.

Think Technology. Think Solutions. Think T2.

Since 1994, T2 Systems has been providing the parking industry with solutions that meet the ever-changing needs of parking managers and parkers alike. T2’s unified parking management platform combines quality products and services with a commitment to thought leadership and strong customer relationships. T2’s intelligent platform of Solutions-as-a-Service (SaaS)—including enforcement, permits, payments, PARCS, event parking and real-time parking availability—is trusted by over 1,000 organizations in the United States and Canada, including universities, cities, towns, private operators, and airports.

For additional information about T2 Systems, Inc. products and services, visit www.T2systems.com.