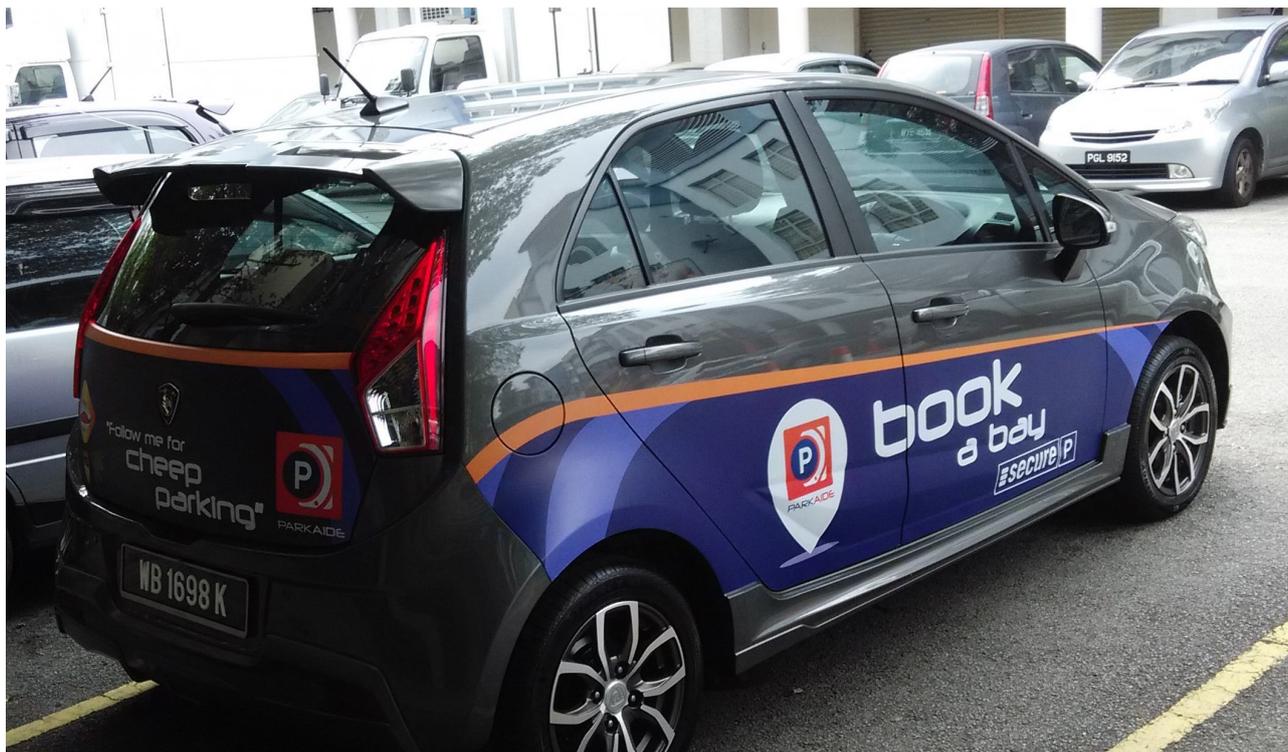


Now You Can Park Like a Boss

Pre-book a space at a Secure Parking car park before you leave your home or office.



Be on the lookout for the Book-A-Bay car to guide you to your pre-booked parking spot.

For many Malaysians living in and around the city centre, finding a parking spot can be a real challenge, even if it is within the parking lot of your own office building. The task is made even more difficult in popular areas of the city and during weekends when families go on their outings and shopping.

Day in and day out, the process repeats itself: get inside the shopping mall, drive around the parking lot for a few minutes, and finally, get a parking space. From the major shopping centres like Suria KLCC, all the way to One Utama, it is a common problem that many, if not all, Malaysians face when they make plans to enter the city.

So what if there is a service that allows you to reserve a parking bay before you arrive at the car park? No more circling the car park and competing with other

motorists for a parking spot, no more time wasting and no more stress. For the first time in Malaysia, Secure Parking, in collaboration with ParkAide Mobile (M) Sdn Bhd, will be offering motorists in the Klang Valley the ease to pre-book a parking bay through a mobile application in their smartphones.

“The Book-A-Bay concept is built around simplicity and convenience for the customer,” said Alvin Chew, Secure Parking’s senior manager of commercial operations. “Most of all, its emergence was simply to tag on the growing trend of technological advancement via mobile devices which has since been easily accessible. Anyone on the street who wish to benefit from this service can simply download the app, register themselves and start booking according to their preferences (where and when to park).”

The task of finding a parking spot, currently regarded as a great hassle to most people, will be a problem of the past, Chew said. Motorists who pre-booked a parking bay via the ParkAide app will be assured of a bay when they arrive at the car park. "With three easy steps, everything will be sorted out and the beauty is this unique service is surprisingly affordable," he added.

Secure Parking is currently introducing this special service at its AmCorp Mall, Menara Citibank and Hotel Continental sites, but plans are in the pipeline to offer the Book-A-Bay service in at least 70 percent of its car parks by the end of the third quarter of 2015 and all of the car parks under its management by year end.

"Book-A-Bay is a unique service that recognises and serves a pressing customer need," Chew told *Boomgate*. "As such, we believe our customers need very little convincing to adopt it. We will be running numerous roadshows where we will, through interactive sessions, explain the concept and distinctive advantages of the service to our customers.

How to Use the Book A Bay Service

In the ParkAide app, there will be a list of the available car parks that offer the service.

After choosing which car park you want to go to and the duration of your stay, payment will have to be made through the token method and you can park your car in one of the allocated bays for the reserved time.

If you exceed the booking time, you will be charged accordingly upon exiting.

"Our awareness campaign has yet peaked, but we have already created a buzz in town and people have started to 'talk and ask' about the physical presence of the Parkaide devices installed in our car parks," Chew added. "We are hopeful our customers will be receptive. Nothing is more convenient than this!" 

When Customer Service is Everything

Look around you, especially in the Klang Valley, where everything seems to be moving at lightning speed. The parking industry is not spared in this insane rush to bring the best services to its customers. "It is fast everything," said Mak Jee Chew, Secure Parking Malaysia's manager tasked to look after customer service and risk management. "In this day and age where IT is the common denominator, the industry is going on this 'mobile everything and automate everything' mode. But at Secure Parking, we are careful when we do this so as to ensure that our level of customer service is not compromised in the process."



Mak: Customer service is all about attitude.

So are customers likely to get a top-notch service experience at a fully automated parking facility, or is there a tradeoff they must expect in this new age of hi-tech parking? "At Secure Parking, we believe in the former," Mak told *Boomgate*. "We believe we will still be able to meet our customers with some level of customer service despite our automation and other modern gadgetry, but we may have to meet them before they get into the parking facilities.

"For instance, clear instructional signages around the parking facilities to ensure that customers are properly and efficiently guided into and out of the car park. With increased automation, we believe good customer service is educating our customers well by creating an environment where they can manage everything themselves," Mak said. "That simply means, we have to constantly connect and engage our customers through customer education is all available platforms. Customer service can take the form of an in-person interaction, a phone call as well as self-service systems."

"Then there is also the obvious stuff," Mak added. "Making sure our customers are able to reach us. It should never be a chore for them to contact management or get assistance whenever needed. And yes, this means 24/7. Even if they do not need to contact us at the moment, it is comforting to know they can, so contact information should be obvious on any platform – on the website, Facebook page, calling cards, signages and brochures."

Secure Parking customers can also contact the company via email (service@secureparking.com.my), Facebook, its Customer CARELine at 1-300-88-1698 or the National Control Centre for assistance. Mak said a call centre to further enhance the level of Secure Parking's customer service is in the pipeline.

Customer service is all about engagement, Mak added. And as part of Secure Parking's customer engagement exercise, the company conducts an annual survey to obtain customers' feedback on matters that include their parking experience, Secure Parking's service level, equipment, signages, security and customer service. "Customers are more demanding these days," Mak opined, "and as such, we constantly need to beef up our customer service. The feedback we get from our annual customer survey is critical for us to find out where we need to up our service level to ensure our customers are happy."

The provision of good customer service needs considerable care. And as such, Mak believes

customer service is all about attitude. "If it is treated like a task, we are missing the point," he said matter-of-factly. "The first stage is to define the customer, which in our case is the person who parks his/her car in our facilities," he said. "The next stage is to find out what the customer actually wants because there can be a big difference between what a customer needs and what a customer would like to have. We must make sure the customers get what they need before attending to what they would like to have; in that order."

At Secure Parking, Mak said customer queries and complaints are attended to at the shortest possible time. "Customers do not like to wait," he quipped. "If there is no action on our end, there will be much dissatisfaction and it can create distrust. In a service industry, customer service is everything!"

As such, all Secure Parking personnel involved in its daily operations are customer service officers by default. This is to ensure that all its customers get the level of service that they deserve. 

Duty Calls



*Pak Naina congratulated
by Debbie Chang, Secure Parking chief operating officer.*

For Naina Mohamed Mastan, serving people comes naturally. And for his excellent services to Secure Parking customers, Naina, or Pak Naina as he is better known to his colleagues, was recently singled out for commendation by one of Secure Parking's landlords – AmCorp Trade Centre (ATC). In the commendation letter, ATC's representatives praised Pak Naina for going beyond the call of duty to assist his customers in whatever problems they face in the car park.

According to Choo Teng Siang, one of ATC's building maintenance representative, what particularly impressed him was whenever there is a heavy downpour the night

before, Pak Naina would be seen standing at the lower part of the ATC's entry ramp early the next morning waving to motorists to slow down as well as to take note of the wet floor to avoid any untoward incident. Pak Naina was lauded taking the initiative as well as for going the extra mile to make sure of his customers' safety.

That's not all.

On raining days, he would also be seen dressed in a raincoat taking a umbrella to shield customers from the rain as they walked across to the open car park to pay their parking fees. And whenever the autopay machines refuse to take in the notes for payment, Pak Naina would be there to assist as well.

"Some customers are upset when the autopay machine gets cranky," Pak Naina told *Boomgate*. "But I try to assist them as much as I can so that they have a pleasant parking experience with Secure Parking."

"And even though some customers can be inconsiderate and unruly sometimes, I still have to be very patient with them," he said matter-of-factly. "We are in the service business and our customers' convenience is our responsibility."

Pak Naina, 59, is born and bred in Kuala Lumpur, and lives in Taman Melati on the northeast side of the city with his wife and two adult sons. Prior to Secure Parking, he worked for City Hall and Alam Flora (a unit of DRB-Hicom) for a total of 31 years. 

More than 200 Sign Up for ParkAide App at Subang Open Site

Secure Parking recently conducted a promotion of the ParkAide app at its Subang Open Site facility and its team of promoters managed to convince more than 200 of its customers to sign up and use the app. 



Enjoy instant cash back when you download the ParkAide app with a top up.



Promoters talking to customers at the autopay station at the Subang Open Site.

In the Spirit of Hari Raya Aidilfitri



(L-R): Chinniah Ramu, Mak Jee Chew, Zahair Zainul Abidin, Debbie Chang and Alvin Chew.

On behalf of the KL/SELANGOR operations team, Secure Parking chief operating officer Debbie Chang recently presented a hamper to operations manager Zahair Zainul Abidin in celebrating the Hari Raya festivities.

Secure Parking also hosted a Buka Puasa dinner for the orphans of Badan Amal Nur Zaharah on July 8, 2015 at the AmCorp Mall as part of its corporate social responsibility (CSR) programme. 



Operation managers, Zahair Zainul Abidin and Chinniah Ramu were among the company representatives at the event.

Secure Parking Corporation
Sdn Bhd (322881-M)

Wisma Secure Parking
L-G-05, Block L
Pusat Dagangan NZX
No. 2, Jalan PJU 1A/41B
Ara Jaya, PJU 1A
47301 Petaling Jaya, Selangor

Tel : +60-3-7885 0680
Fax : +60-3-7885 0690
Email: service@secureparking.com.my
Customer Care Hotline: 1 300-88-1698

www.secureparking.com.my

Consulting Editor / Producer

Leverage Media (002223158-U)
Suite 10-01, 10th Floor, Block A
Damansara Intan
No. 1, Jalan SS20/27
47400 Petaling Jaya, Selangor

Printer

Cekap Jaya Enterprise
AS 33, Jalan Hang Tuah 3
Salak South Garden
57100 Kuala Lumpur

Tel : +60-3-7980 3023
Fax: +60-3-7980 1130