

New Secure Parking Car Parks



Bedford Business Park Multi-storey Car Park
KUALA LUMPUR

Location
Old Klang Road
Parking Bays
204
Type
Standalone
Commencement
August 1, 2015



Aman Central
KEDAH

Location
Alor Setar
Parking Bays
1636
Type
Commercial
Commencement
October 1, 2015



Komtar Multi-storey Car Park
PENANG

Location
Georgetown
Parking Bays
679
Type
Commercial / Government
Commencement
October 1, 2015



Vista Alam
SELANGOR

Location
Shah Alam
Parking Bays
1599
Type
Residential / Commercial
Commencement
January 1, 2016



Top Glove Tower
SELANGOR

Location
Shah Alam
Parking Bays
768
Type
Commercial
Commencement
October 15, 2015



Plaza Shell Kota Kinabalu
SABAH

Location
Kota Kinabalu
Parking Bays
535
Type
Residential / Commercial
Commencement
October 1, 2015

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NEWS AND INFORMATION FROM SECURE PARKING

Enhancing the Service Experience through Technology

One can expect Debbie Chang to be running in and out of the office everyday with hardly any breathing space in between. Such is the daily routine for Secure Parking Malaysia's chief operating officer (COO) – meetings with building owners during the day and 'housekeeping' meetings with staff and paperwork in the late afternoons and evenings.



Chang: Your parking experience will never be the same again!

As COO, Chang oversees Secure Parking's human capital development, quality assurance, business operations, customer service, business development as well as technical and facility maintenance and management. Simply put, she is not only responsible for the company's business growth but also keeps a watchful eye on Secure Parking's service deliveries, ensuring that its customers – landlords and end users (parkers) – are happy.

It is a tough job to ensure customer satisfaction, Chang admitted, when *Boomgate* met up with her recently. Efficiently managing a car park these days is no longer about managing people and facilities, Chang pointed out. "It is also about how best to integrate technology in every aspect of the business in view of the escalating manpower and space costs."

The ever-increasing scarcity of available urban land as a result of rapid urbanisation and the hike of the number of automobiles in use plus the huge demand for parking, along with sustainability and other quality-of-life issues are putting pressure on car park operators to come up with more creative ways to manage these changes.

Technologies that make operational challenges easier and simpler are the most appreciated by our facility owners (landlords) and customers (motorists who park at the facilities under Secure Parking's management), Chang added. "As such, innovations that offer easy user operation and more secured and convenient parking as well as comfort to the users set the standards to define the technologies that we employ at Secure Parking."

Secure Parking has, to date, introduced numerous e-services to provide convenience to its customers, but two, in particular, stand out – ParkCharge and ParkAide.

ParkCharge is a parking management system for automated card management, billing and payment system. "ParkCharge is the embodiment of the best of today's web-based information technology to standardise and centralise a total management system for car parks pass cards' accounts," Chang said. "ParkCharge is also an efficient reporting tool as it provides us with an effective management information system (MIS)."

According to Chang, ParkCharge is also a system that has been integrated with Secure Parking's local online payment platform where new payment solutions are offered to monthly parking customers. As a result, parking customers have the following convenience:

- Managing their monthly parking account anytime and anywhere.
- An online billing platform with no worries on late invoices and secured online payment service.
- An official receipt is available whenever it is needed.
- No hassles and self-managed account details anytime and anywhere.

The ParkCharge system currently supports more than 100 Secure Parking car parks throughout Malaysia.

In the 21st Century marketplace, technology, in particular mobile technology, is increasingly becoming a critical component of any business. The car park management business is no different, Chang told *Boomgate*. "Mobile technology has become an essential tool as well as a strategic platform for the industry to move to the next level of automation in its daily operations." For more information, kindly visit: www.secureparking.com.my and www.parkaidemobile.com.

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Moving in tandem with the current marketplace changes and in its quest to continuously provide top notch convenience to its customers, Secure Parking, in collaboration with ParkAide Mobile (M) Sdn Bhd, introduced ParkAide on December 16, 2014.

ParkAide is the state-of-the-art technology in ticketless parking that combines the convenience of a smartphone application and mobile technology to give motorists a new level of parking experience.

According to Chang, ParkAide is set to revolutionise the parking world and provide all its users with a time efficient, cost-effective service that will cut out all hassle of parking experienced today. Among the conveniences it offers: Park and Pay, Book-A-Bay, Find Specials, Find My Car, Find A Spot and the SOS button.

"Imagine accessing and leaving a car park with your smartphone," Chang said. "All you need to do is point your smartphone to read a QR code at a ParkAide terminal and you are in. Same thing when you exit. If that is not convenience, I don't know what is."

"For the cost-conscious parkers, you can find the best priced parking deals in Find Specials. This puts money back into your pocket," Chang added.

Chang also said Secure Parking customers can now literally book a parking bay to ensure they get to park without any hassle at selected Secure Parking car parks – AmCorp Mall, Menara Citibank/InterContinental Hotel and Avenue K. This is the first of its kind service offered by a car park operator in Malaysia. "Try it out," Chang urged. "Your parking experience will never be the same again!"

When Wowing Customers is Priority

If there is anyone who knows car park operations inside out in Secure Parking, it has to be James Cruz. The reason: the man has been in the car park management business throughout his entire professional career. He is also, incidentally, one of Secure Parking Malaysia's longest serving employee.

"I like working with Secure Parking because of its stability and the company's work culture," Cruz, 48, Secure Parking's assistant manager of risk management told *Boomgate* in a recent interview. "As such, I didn't see any reason to move elsewhere in the last 15 years. I'm constantly learning on my job and that's very important to me."



Cruz: When the attitude is right, things will be done properly.

Also according to Cruz, Secure Parking is ISO-certified – maybe the only ISO-certified car park management companies in Malaysia. It is also currently Malaysia's largest car park management company with over 100 car parks under its management.

"I'm happy here," he quipped. And this is despite the many challenges he has to face daily at work. Top on the list of his daily challenges, in an otherwise routine grind, is managing people. "People – they come in sizes, colours and personalities," Cruz said. "We have to motivate and manage them to ensure that the various tasks are completed satisfactorily based on the SOP, not just to ensure the smooth operation

of the car parks under our management, but also to ensure that our customers (people who park with us) have a good experience and are happy."

What differentiates the quality of service delivery, according to Cruz, boils down to only one thing – attitude. "This may be stating the obvious, but when the attitude is right, things will be done properly," he pointed out. "It is a constant challenge for us to imbue this mindset into our 'firstliners.' These are the people who constantly come into contact with our customers) and how they behave, what they say and how they say it affects our service delivery."

Cruz believes a good attitude is a function of how much pride one has in the task that is being carried out. "If you are proud of your work and enjoy doing it, it will show and the customers will feel it," Cruz said matter-of-factly.

The father of two sons agrees that much work is needed to cultivate a high quality service-centric culture in Secure Parking as parking and car park management is all about service. "The car park management business if I may say is nothing more than service, service and service," he pointed out. "At the end of the day, we must deliver a high quality service that will 'wow' the customers. This is our mission."

Raising ParkAide Awareness in Avenue K

A promotion exercise for ParkAide, a revolutionary parking app developed locally, was held at Avenue K in downtown Kuala Lumpur recently to raise awareness of the product as well as educate motorists parking in the shopping mall on the conveniences of the new parking system.



Eleven promoters were involved in the 12-day exercise (from September 29 to October 4 and from October 6 to October 11, 2015). Throughout the campaign, many top-ups were made by motorist who downloaded the ParkAide app to use.

Improving Lives Beyond Parking



Praise Emmanuel Children's Home was sponsored by Secure Parking Malaysia to the Calvary Carnival held on September 12, 2015 where Home founder Roberts Pandian gave a token of appreciation for its contribution. Secure Parking Malaysia managing director Edward K L Poh personally received the token of appreciation. The sponsorship is part of the company's continuous effort in taking up responsibility in helping make the society a better place. Poh said he is glad that all the children enjoyed their time at the carnival.