



Ticketless Technology Powers Results for Platinum Parking and Crescent Property Management

Imagine it. A rapidly setting sun throws waves of color across the sky and a dark luxury car slowly rolls down a dimly lit road. The street gently winds through immaculately trimmed lawns and hedges, and the air takes on a certain dream-like quality. The car takes a final turn and enters the interior of a majestic courtyard, surrounded on all sides by colossal limestone bricks and gleaming panes of glass. Welcome to The Crescent[®], a \$400 million-dollar mixed-use development in Uptown Dallas, TX, featuring ten acres of hotel, retail, and commercial space. This property is home to Capital Grille and the very popular Moxie's Grill & Bar. The Crescent[®] is a one-of-a-kind mixed use development and regularly plays host to the most important people and businesses in the world, and tonight's guests are headed to the exclusive Crescent Club on the 17th floor.

As the vehicle pulls up to the building, the occupants, a well-dressed couple in their 40's, step out of the car. The valet walks over and begins to fumble with a small stack of paper valet tickets. After several minutes of writing down the make, model, and license plate information, the couple, eager to begin their evening, is becoming visibly irritated. After what seems to be an eternity, the valet hands them a flimsy ticket and hops into their car. As he drives away, the couple is truly hoping they don't misplace this small paper valet ticket.

By placing these entities on the same ticketless system, The Crescent[®] has streamlined their valet service considerably.



HAS VALET PARKING BECOME A HASSLE?

For many shops and restaurants, this is an all too common scenario. The valet is the first and last impression and subpar service can completely derail the customer's entire experience. Traditional valet is a cash-based system trying to succeed in a digital world. Providing an outdated and subpar solution can ruin the guest experience. That's why Platinum Parking, a premium parking and valet service operator in Texas, chose to partner with SMS Valet when they started working with Crescent Property Management at two of their high profile properties in Uptown Dallas, TX, Crescent Court and McKinney & Olive.

Specializing in tailoring custom solutions and strategies to help clients with their parking and valet service needs, Platinum Parking serves a variety of clientele in the Texas, Louisiana and Florida, including individuals, groups, professional event planners, restaurants and bars, commercial buildings, hotels, and entertainment venues.

GOOD WORK BECOMES GREAT WITH THE RIGHT TOOLS

When Platinum Parking informed Crescent Property Management that they were implementing a ticketless valet service, The Crescent® was wholeheartedly onboard. Crescent's property manager, Kristine Lang, says that she thought it was a great idea, and that: "It would be simple and easy for the customer to use, unlike cash and paper." SMS Valet's ability to accept credit card payment doesn't just benefit the property and its guests. Credit card revenue is deposited directly into the Platinum Parking's bank account via ACH within three days of the transaction, regardless of credit card type. The change was a huge win for all parties involved.

To date, results for The Crescent® have been outstanding. Over 90% of guest satisfaction surveys sent via SMS messages to departing valet guests resulted in a 5 rating on a scale of 1-5. With a couple of clicks within a guest's text messaging app, this invaluable data is now obtainable. Prior to Platinum Parking implementing SMS Valet, The Crescent® office tower and retail were all using different manual systems that proved to be quite time consuming and inefficient. By placing these entities on the same ticketless system, The Crescent® has streamlined their valet service considerably. The automated reports have also helped stakeholders, like Kristine Lang, monitor customer satisfaction. This way, managers are able to reach out to the 10% of customers that didn't give a 5 rating in order to get detailed feedback and improve service for future visits.

"It would be simple and easy for the customer to use, unlike cash and paper."

Kristine Lang,
Crescent Property Manager



VALET PARKING STOP HERE

Ticketless Valet Technology has also been an important part of Platinum Parking's own personal growth as an organization. Platinum Parking now uses SMS Valet at all of their valet locations in Dallas, Fort Worth, Houston, and Florida. Prior to the fall of 2016, when Platinum Parking was awarded the contract at The Crescent®, valets had to create logs on a paper time sheet for each guest and shift, then administrators had to record every manual entry from that timesheet in to a data base. This was an extremely time-consuming and inefficient process. Not only did the switch to SMS help speed up their front-end processes, but it also had an important impact on their backend operations. By using SMS Valet reports, Platinum was able to exactly pinpoint peak hours and adjust scheduling accordingly, preventing both over- and understaffing issues

With incredibly user-friendly smartphone technology, implementation of the new ticketless valet system by Platinum Parking employees was extremely quick and effortless. In addition, this set of tools allowed their valets to provide a much higher level of customer service by creating better patron experiences, while putting more money in their pockets as credit cards could now be used to collect their tips.

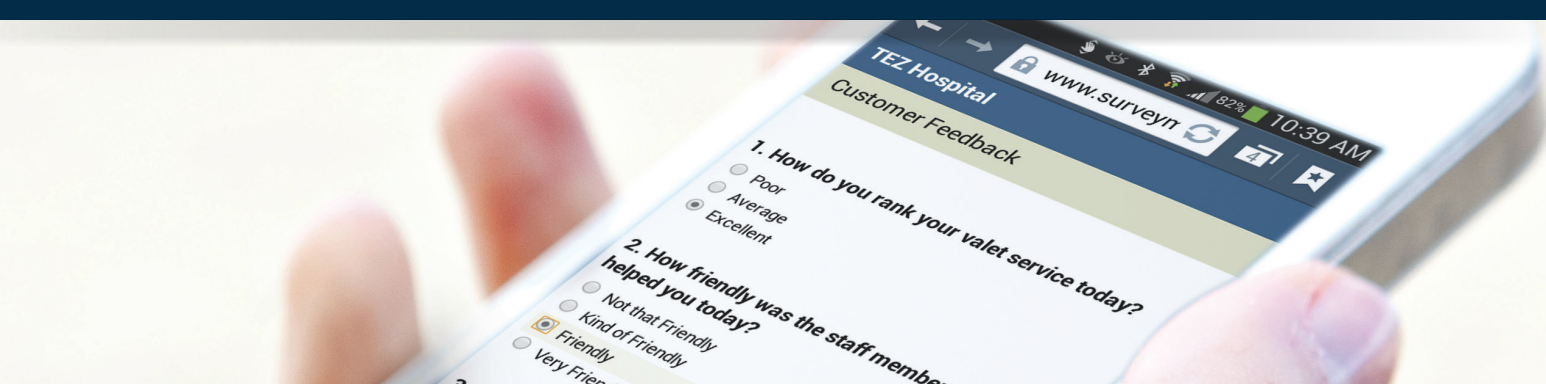
CONVENIENCE EQUATES TO A HAPPY GUESTS EXPERIENCE

Ability to process credit cards has also been extremely important for the Platinum leadership team. Paul Lindenberger, Regional Vice President for Platinum, put it best: "Prior to SMS, we had no credit card capabilities. Sometimes this meant we might not be able to accept a vehicle, or make a guest go out of their way to get cash." As all parking operators know, inconvenience equates to unhappy clients. While credit card revenue can definitely be collected from the mobile devices at the valet stand, the best payment experience comes with the SMS Valet Pay-By-Phone feature. Upon interacting with the welcome text message each guest receives, the guest can easily enter their credit card information to pay for the valet parking fees and even leave gratuity for the valet associates. The absolute best part? Credit card information only has be entered once, and is now stored using the VERY secure process of tokenization. Future visits to ANY valet location using SMS Valet will populate the same credit card information for easy one-click payment.

Time guests spend waiting for their vehicles at the valet stand has come and gone as well. The ability to request your vehicle ahead of time has not only increased guest satisfaction, but allowed for operational and staffing efficiencies for Platinum Parking as well.

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Paul Lindenberger,
Regional Vice President ,
Platinum Parking



KNOWLEDGE IS POWER

The combination of excellent service and exceptional convenience provided by Platinum Parking and SMS Valet results in pleased customers. Platinum Parking is well aware of this truth thanks to SMS Valet's survey feature. 40% of customers completed a survey, and as previously mentioned, over 90% gave a 5/5 rating. Guests are also able to write a short note, like, "5! Already had it pulled it up while I was walking out. The valet gave me recommendations on where to stop at while I was waiting on Del Frisco's to open." This insight into customer experience allows both Platinum Parking and their client, Crescent Property Management, to know what customers are liking and what areas of service can be improved.

Surveys are just one example of several KPI metrics that can be tracked and analyzed by property management. Now Crescent can know exactly how long guests are staying on property along with useful statistics like popular arrival and departure times. All of this valuable information is accessible anywhere as an online report. SMS Valet technology not only improves valet service quality, but gives property managers direct access to have invaluable data, allowing them to better understand the customer experience they are providing.

Platinum is now leveraging this technology in their proposals as well. This lets prospective businesses know that they can rest easy knowing their valet service is being handled in both a technologically advanced and accommodating manner.

VALET RETURNS TO GLORY

Convenience of parking, including the valet experience, can be a deal maker or breaker for consumers. As the first and last thing a customer experiences, it's a vital element of the outing. SMS Valet® by TEZ is the world's first paperless valet system. This patent – pending technology allows valet operators to streamline their businesses, expedite the valet process and provide a better experience.

Crescent Property Management works hard to maintain a level of luxury and heightened guest experience at their properties, Crescent Court and McKinney & Olive. Platinum Parking took on a difficult job to match the service quality provided at these fine establishments. With the help of SMS Valet's cutting-edge technology and valet parking system, Platinum was able to not only meet the standard set by Crescent Property Management, but exceed their expectations and create a valet experience to remember. Make your property parking the best it can be with SMS Valet. [To learn more, visit us here.](#)

For more information on Platinum Parking, [visit them here.](#)

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