



# Guide: efficient and scalable growth in the parking business

How your parking company can grow internationally – without more internal administration

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## Parking – a market in which many players are competing for growth

Have you set your sights on growing your parking company within Sweden or in new markets? Beware of the many administrative bumps in the road! Otherwise, you risk slamming the brakes on your growth, which could give more agile competitors the chance to overtake you.

Lots of companies are in the race to offer Europe's top parking solution. In this fiercely competitive market, it is essential to be able to deliver a customer experience that is equally seamless and user-friendly in every single market.

But how can you scale up your business in new countries without simultaneously increasing internal administration related to billing and payments? This guide offers handy tips for efficient and scalable growth that will allow you to keep a firm grip on your customer relationships and brand as you steer your company forward.

Happy reading!



## Payment – a critical element in the parking business

The choices available to today's consumers seem endless, which is why each source of friction carries with it a higher risk of churn. When you run a parking company, payment is a fundamental part of the service you offer your customers. That makes it extra important that you can offer the most seamless experience possible. Regardless of the market in which you currently operate or into which you plan to expand, all your customers will essentially want the same thing:

- **A seamless user experience** that demands minimal effort in terms of manually entering numbers.
- **Flexible payment options** that allow the customer to choose between card payment, direct debit, billing, or various mobile and cloud services.
- **Clarity and transparency** regarding what they are paying for and to whom, as well as where they can turn with any questions.
- **Rapid response when something goes wrong**, so that a failed or missed payment does not generate an unwelcome reminder or late fees.

# Challenges to your parking company's international growth

Infiltrating new markets with a service in which the payment experience is central presents a whole range of challenges. Both regulations and market standards vary widely. Here are some examples of questions you should ask yourself before expanding into a new country:

- What requirements must we meet to be able to start billing or otherwise receive payments in this country?
- What information needs to be included on an invoice?
- What are the rules for debt management?
- What are the most well-established payment methods, and what will the near future bring?
- How will our existing IT infrastructure need to be changed?

If your company needs to invest major internal resources in conducting this type of research (and adapting according to the results) instead of focusing on your core business, it could put the brakes on your growth.





## Good advice for efficient and scalable growth

### 1. Don't travel with a trunkful of administrative baggage

Before starting down the road to international growth, it's wise to review and streamline your internal processes to eliminate unnecessary administration related to recurring payments. This will help you prevent time thieves from growing exponentially with each new market.

For example, you might want to establish automated payment flows that activate certain steps in different scenarios, such as an unsuccessful direct debit withdrawal. This makes it easier for customers to pay on time, which in turn reduces your internal administration related to late payments – and your customers' need to contact customer service.

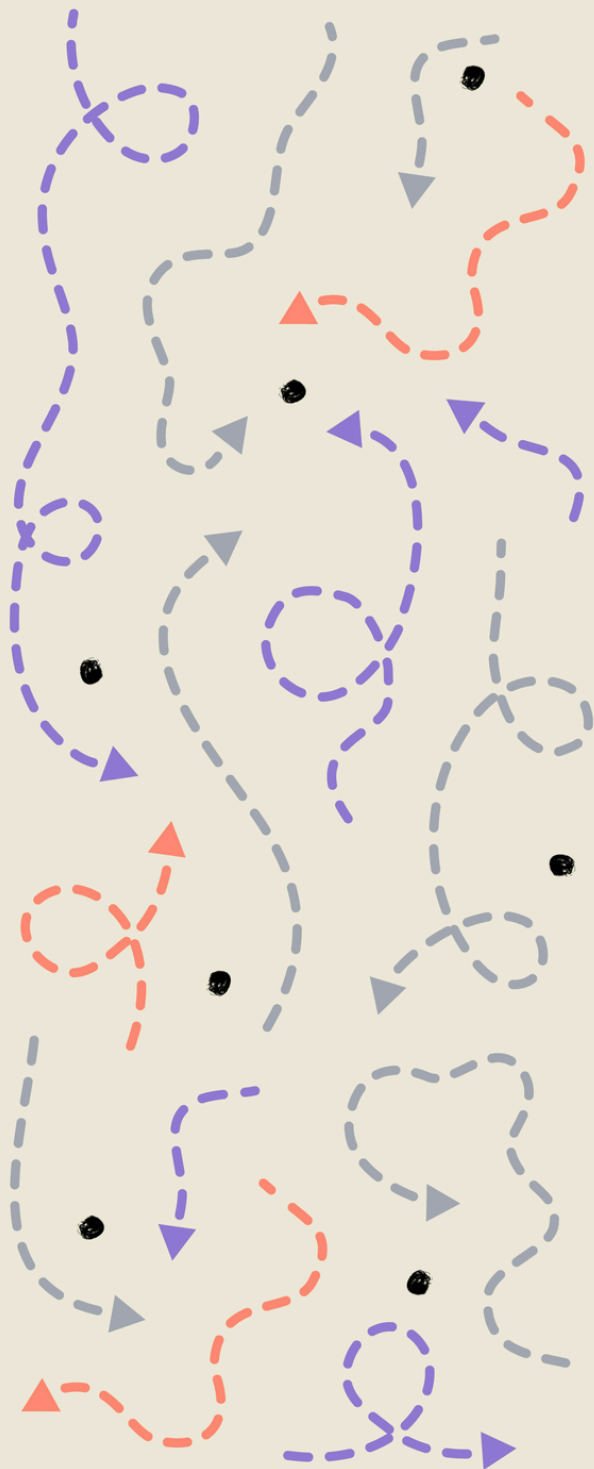
## 2. Keep a firm grip on your customer experience – and your brand

It is often a smart idea to enlist the help of specialized partners rather than keeping all expertise in-house – especially during a period of rapid growth. But in doing so, it is important to choose carefully and think long-term. Otherwise, you risk losing control over both a growing administration and important parts of your customer relationship. Below are three risks of outsourcing payment to multiple business partners when growing your company internationally.

### Increased administration

If you only think about one country at a time, it may seem natural to choose a new local payment partner for each new market. But what about your plans for continued growth? Instead of easing your journey, a ballooning list of supplier agreements and relationships can soon have the opposite effect, leading to increased internal administration and technical complexity.





## Customer confusion

Imagine the confusion for your customers if they see one company name in the app where they book and pay for their parking, but later see a completely different name on their account statement when the money has been withdrawn – without understanding the connection. Not only does this lead to unnecessary worry for the customer, but in certain countries such as Germany, consumer protection regulations allow private individuals to reverse payments via their bank. Such misunderstandings hurt your cash flow, and resolving them is a waste of internal resources.

## Worse customer relations

Many players in the payment market have their sights set on taking over your payment claims. This business model gives these companies incentives to collect payments in a more short-sighted and aggressive way, compared to the long-term goal of creating satisfied and loyal customers. Their communication with your customers is beyond your control, but still affects the image of your brand.

### 3. Choose your payment partner carefully

By having a single payment partner handle all your processing, you reduce the need to coordinate between different external actors. It also ensures faster implementation for each new market, more efficient and uniform internal working methods, and a more cohesive user experience – regardless of the country in which a customer encounters your brand. But how can you find a partner with both the knowledge and capacity to support your growth journey?

When assessing your various options, APIs and integrations are one of the most important things to ask for, as they are absolutely critical to the scalability of the solution a potential partner can offer. Also, be sure to get references for the system provider from other companies that have embarked on similar paths to growth.



# Get a complete toolbox for efficient international growth

Many companies in the parking sector enlist Billogram's help to optimize their billing and payment processes – both in Sweden and abroad. What is it then, that makes our platform particularly suitable for international growth? Here are seven examples.

## 1. Flexible

Billogram's platform gives you a broad range of payment methods and features – both for B2B and B2C. But you will always be the one who chooses which parts to connect, based on your business model and the markets you are aiming to enter.

## 2. Future-proof

As a tech company, Billogram has the internal resources to develop new solutions based on your needs. We also have extensive experience, expertise and business intelligence in the payment market. This allows us to offer you a scalable, future-proof solution that always keeps pace and is aligned with the latest regulations and standards – no matter the market.

## 3. You have control

With Billogram's solution, your company name appears on your customers' account statements, and you don't have to refer them to various external suppliers. You are in charge of the customer relationship and can manage it in line with your brand, in every market and at every stage. You decide for yourself whether you want to charge late fees. We do not profit from that type of revenue; instead, we charge only a fixed cost per payment.

## 4. Easy to integrate

Billogram's platform is easy to integrate with your existing system flora so that all data is fed back in real time. All employees who need access to the data get the same updated overview of each case and process. That makes everything easier, especially for the finance department and customer service.

## 5. Automates your flows

Late payments can be irritating for your customers and mean extra work for your employees – and also lead to a poorer cash flow. Based on your wishes, we set up auto-mated flows for various scenarios, such as failed direct debit withdrawals or incorrectly entered card details. The solution might be that a new withdrawal attempt is automatically made after a few days, or that an e-mail is automatically sent to the customer informing them of what needs to be corrected.

## 6. Yields data-driven insights

Billogram's platform can be integrated with your BI system to extract and analyze large sets of user data. This helps you to optimize both your offers and communication, based on your customers' behaviors and preferences.

## 7. Easy to implement in every new market

Our experts support you and your employees throughout the implementation process. We set up all configurations based on your wishes and our experience from previous projects. Seamless system integrations, in combination with a wide network of established partners in other countries, make the platform easy and quick to implement, scale up, and adapt locally. That helps your company grow in new countries without increasing internal administration.

Do you want to know more about how Billogram can support your parking company in its continued growth? Don't hesitate to [contact us](#) to discuss solutions based on your specific needs.



## About Billogram

Since our founding in 2011, Billogram has modernized outdated processes by offering an intelligent digital billing platform. By harnessing smart technology, we help companies strengthen their relationships with their customers while automating processes, which lowers costs, increases revenues, and reduces churn. We work with many customers who have expanded internationally, so we know what is needed to ensure the successful expansion of a payment solution. The result is a payment that benefits everyone.

Read more about us at [billogram.com](https://billogram.com)

