

Case Study

Measuring Customer Preferences to Increase Satisfaction

Phase One

Background

A University parking provider approached TrendSource to develop a solution to measure customer perceptions. The goal was to develop a research program that would allow them to gain a deep understanding of their customers and make informed future decisions that would positively impact their customer satisfaction.

Phase Two

Methodology

Transient parkers are a distinct sub-population of parkers where not a lot is known about them. The focus of this research plan was to figure out who they were, where they were headed to on campus, and how frequently they parked.

Within the target population, two sub-segments were identified:

1. Medical campus
2. Academic campus

TrendSource completed a total of 400 customer intercepts (interviews) in three academic garages and three medical garages where transient parking levels were high.

- Parkers were qualified if they did not own a permit
- Various day frames were used to capture different customers, aiming for highest volume of parkers
- Each respondent was given a voucher for a day of free parking

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Phase Three

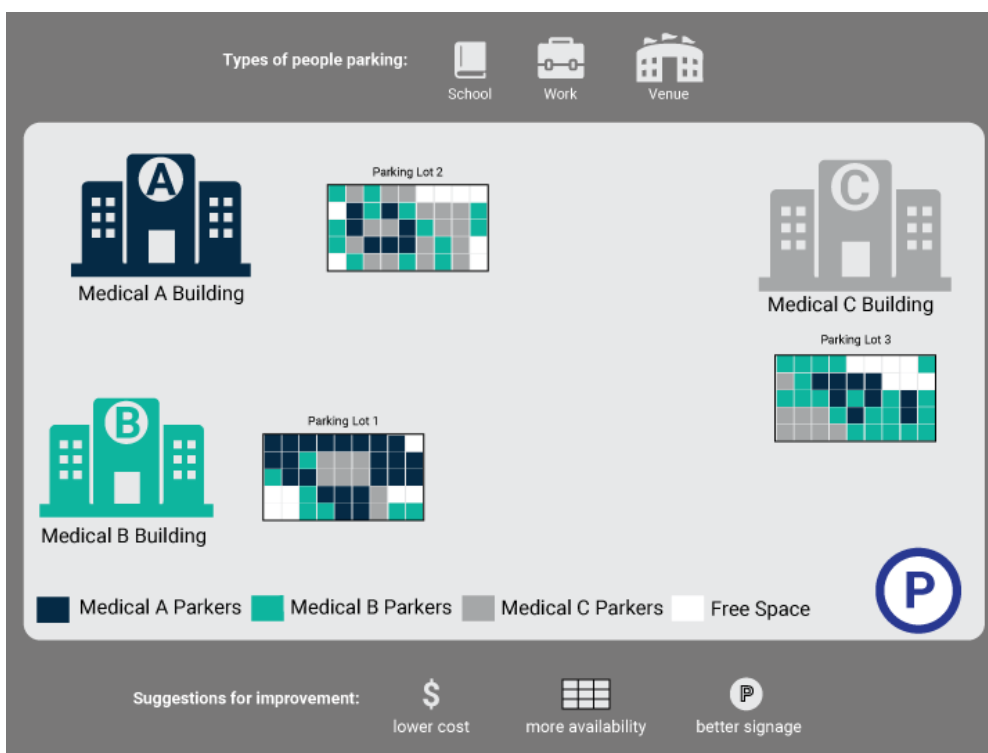
Analysis & Results

Results showed that while most academic garages were used for classes, some were used for the university venue, and others hosted a large amount of university workers. Additionally, the program showed that many parkers were confused about the location of the closest garage.

First, it was determined that a majority of the transient parkers were students going to class and university workers. In addition, these students and workers were frequent parkers in these lots – most of them parked in these lots 3+ times per week.

Second, the results showed that many parkers were confused about the location of the closest garages, which caused some garages to be 100%

full, while others had plenty of parking spaces available.



Overall, more than half of the respondents for academic garages stated they would not make any improvements; however, for those that did want to see improvements, a large majority (39%) would have preferred a lower cost, followed by 29% wanting more availability, and finally better signage (12%).