



CHARLOTTE-DOUGLAS INTERNATIONAL AIRPORT

↓ 65%
WAIT
TIMES



4,850
SPACES



CASE STUDY

SITUATION

- There were instances of collisions, vehicle damage, and alleged negligence by former staff members.
- The valet parking service received poor customer feedback.
- There were not enough point of sale (POS) systems in the parking facility to meet demand.
- The facility was improperly used and housed inconsistent/outdated signage.

APPROACH

- Assembled a safety committee to identify potential risks to customers, staff, and vehicles.
- Introduced a robust on-boarding process, that included an extensive driving and safety program.
- Installed cameras to monitor valet movement and vehicle drop-off points.
- Created multi-tech tracking system to monitor staff, track vehicles, and produce thorough usage reports.
- Implemented AmeriPark's feedback call process for customer information and feedback.
- Requested additional POS systems that were approved and installed at both valet stations.
- Sourced an online payment vendor to provide a faster and more convenient way to pay.
- Introduced a parking plan to accommodate traffic volume and reduce customer inconvenience.
- Updated and replaced valet signs as needed to better inform customers and improve traffic flow.

RESULTS

- Eliminated instances of collisions, vehicle damage, and staff negligence.
- Restored desirability and reliability of airport's valet service.
- Improved employee performance and retention.
- Reduced customer wait times by an average of 65%.
- Established constructive customer feedback channel.
- Expedited the checkout and departure process.
- Eliminated paper waste and introduced corporate billing through online payment vendor.