Parker Technology + Ocra

API Integration

AT A GLANCE

Parker Technology and Ocra have entered into a strategic alliance and introduce a partner API to solve on-site friction for customers using third-party online reservation platforms.

KEY METRICS

We have mutually identified that customers who book through third-party apps experience friction when there is an issue onsite relating to redemptions or entry and exit processes. We are now solving this industry-wide issue together.

10%
of help calls are reservation related

WHAT IT IS

While we were forming this alliance, our two companies mutually identified the need for an integration that would allow our customer service reps (CSRs) (or anyone answering calls via our software platform) to access essential transaction data (like customer name and reservation ID) in real time. Our partner API integrates siloed technologies to deliver the best service to customers with reservations-related questions.
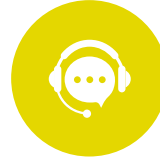
HOW IT WORKS

Through our API integration, comprehensive data sets from Ocra's connected network enable users of the Parker Platform to access the exact information needed to help a customer enter or exit a facility most efficiently.
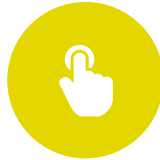
Resolves Friction

Provides Excellent Customer Service

Creates Connectivity

BENEFITS

1 **Increased Revenue**

With the use of our API integration, private operators are gaining revenue because customer reservation issues aren't cutting into their margins.

2 **Excellent Customer Experience**

By combining Ocra's extensive data set with Parker Technology's customer service solution, you can resolve reservation-related problems efficiently and effectively.

3 **Positive Customer Retention Rate**

Our partner API allows parking patrons to have a positive customer experience. When customers have a positive experience, they are more likely to return.