

Revolutionary innovation driven by consumer insight

EUROPARK

Member of APCOA Group



"...we have jointly developed entirely new services that are revolutionizing our industry..."



THE COMPANY

EuroPark Svenska AB is a leading player in the Swedish parking industry. The main activity is focused on the establishment and operation of parking facilities. The company has about 200 employees and nearly 1,000 parking and surveillance mission all over Sweden. EuroPark creates value through development and operation of parking facilities and related services.

THE SITUATION

The parking business is a highly competitive market with very small differences. EuroPark felt that there's great potential in working with the customer experience in order to differentiate from their competitors. EuroPark's challenge was to look at their industry from a user perspective and based on their needs and driving forces develop their business. EuroPark had for a long time felt the need to think in new ways, and actively develop the parking industry, but felt it was hard to think outside the box.

METHOD

Through qualitative studies Transformator examined all the internal and external interfaces between EuroPark and their customers. In this mapping Transformator identified the customer's expectations and motivation in their choice of parking place and parking operator. These insights have formed the

Transformator are consultants in Service Design.

With over 10 years of refined industrial design practices for customer insight and innovation, we help organizations and companies to increase value and enhance the experience in the customer meeting.

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basis for a number of areas for improvement that increases customer value in EuroPark's offers.

THE ADDED VALUE

"Transformator ability to collect and identify the needs of our customers have given us an understanding of how we actually perceived, but also what potential there is for us to create new, customer-driven, offers. With Transformator's creative methods, we have jointly converted these customer insights into practical and operational changes that increase the value of Euro Park offers the customer "

Anders Tjernberg, Vice President, Europark Svenska AB

"It's very difficult to find time to be creative and once we do make time we are too often stuck in old patterns of thought. Supported by Transformator's industrial design practices and customer-oriented insights, we have jointly developed entirely new services that are revolutionizing our industry. Transformator's ability to visualize and concretize made it easier to communicate and create understanding of these new concepts in our organisation. The project has resulted in a vision that provides clear guidance in many of our identity building activities"

Johnny Pettersson, COO, Europark Svenska AB