Parkalot Solves Parking Challenges for a Top UK Construction Company

client story

WILLMOTT DIXON
SINCE 1852

X

PARKALOT

Quick Overview

Challenge

Willmott Dixon needed to simplify their parking lot booking processes to **save time on administrative tasks** and to **end the daily "race" for parking spots**.

Implementation

Parkalot was customised to **maximise parking lot utilisation.** Employees were **split into groups** based on commuting needs. Group 1 could book weekly, Group 2 twice weekly, etc. After a **successful pilot** with 20 users, the solution scaled seamlessly to the full office.

Results

Parkalot simplifies Willmott Dixon's parking by **letting users choose preferred days** (eliminating competition), **book in 17 seconds**, and **automatically assign optimal spots** across two campus car parks. **Daily reminders** help users cancel unused bookings, freeing spaces for others.

Willmott Dixon x Parkalot Story

I would highly recommend Parkalot. We use the system to manage the booking of our ***parking spaces and hot desks.*** *The system is* ***very easy to use and can easily be accessed on a mobile. The team at Parkalot are very helpful and quickly respond to any queries.*** *The team were happy to look into making changes to the system so it worked better for our needs. Parkalot is cost effective and* ***using this system has saved our receptionist so much time!***

Chelsea Langston-Lloyd
Office and Administration Coordinator

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Meet Willmott Dixon

The Company

With a **rich heritage dating back to 1852**, Willmott Dixon is a leading construction and interior fit-out group in the UK. Willmott Dixon is driven by a purpose to **create a lasting positive impact on communities** through sustainable construction practices and social value initiatives. While having offices all around the country, their headquarters are located in Letchworth near London.

Willmott Dixon's People

Willmott Dixon is committed to its people, as evidenced by the fact that **20% of the staff have remained with the company for over 10 years**. This family-run company is dedicated to diversity and inclusion, fueled by the belief that a **diverse workforce leads to better results** for customers and a more positive work environment

Challenge: Small Parking Lot

The Daily Race

The Letchworth campus faced significant parking constraints, **struggling to provide adequate space for all employees' vehicles.** This problem was intensified by **regular visits** from colleagues from other locations, making **parking availability a constant concern**. The previous semi-manual system, managed by administrative staff, proved inefficient. It consumed valuable time, relied heavily on subjective decisions, and created a stressful **"race for parking places"** each day.

employees driving to work

frequent visitors

insufficient parking space

Solution: The Parkalot Booking App

Parkalot Configuration

To solve our customer's problem, not only we delivered a parking booking application, but we also worked together to define appropriate **reservation rules.** The setup proved both **straightforward and efficient**. Employees were categorised into **five groups based on commuting options** and other relevant factors. For instance, Group 1 could reserve a parking space once a week, Group 2 twice a week, and so on.

Effective Test Run

After a **successful pilot** with 20 users, the solution was deployed for the entire office.

Reservation rules

Five user groups

Pilot run with 20 employees

Results: Efficient Parking Lot

Key Benefits

Such configuration proved highly effective for Willmott Dixon, ensuring:

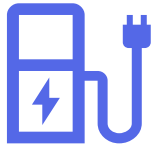
- **Efficient Booking Process:** Users select their preferred days rather than competing for spots, ensuring a more organised and stress-free experience.
- **Quick and Easy Use:** The average session in the application lasts only 17 seconds, making it a convenient and time-efficient tool.
- **Optimised Parking Allocation:** We manage two car parks on campus, automatically booking the best available spot by default to maximise convenience.
- **Resource Management:** Given the scarcity of parking spaces, users receive an email reminder the day before their reservation, allowing them to cancel if needed and free up space for others.

About Parkalot

Customisable Office Booking App

Parkalot is a comprehensive **workspace management system** that streamlines booking processes for various workplace resources. From facilitating parking space management to arranging desk and meeting room bookings, Parkalot offers an all-in-one platform to address your organisation's reservation challenges. **Book a demo** and let's find the **best solution** to your workplace reservation challenges.

car parks



EV chargers

desks

meeting rooms

work modes

custom assets

Learn More About Our Solutions

Explore More

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