



MOBILE PAYMENT FOR ON-STREET PARKING TICKETS IN BERLIN

Germany



Service provider



Technical provider



"Pankow proves impressively that mobile payment is suitable for everyday use. The benefit for the user of the registration-free service is obvious: the system in Pankow is immediately usable."

Dr Kühne, Councelor of the District Berlin-Pankow

Since 2011, citizens of the city district Pankow in the German capital Berlin can pay for their parking tickets cashlessly and without prior registration with any mobile device (smartphone or feature phone). The payment is directly debited on the mobile operator bill.



The service is quick and simple to use since the user has only to send an SMS, no deposit of personal data is necessary.

A reminder SMS sent 10 min before the end of the parking period prevents end users from worrying about running out of parking time, allowing them to renew their payment remotely.

The transaction is then charged directly to the user's mobile phone bill or prepaid card.

Customer Journey

Near the 25 000 parking spaces covered by the service, a sticker on the parking meter explains to the user how to pay via their mobile phone and the benefits of doing so.

Wieder mal kein Kleingeld?
Parkschein einfach per SMS
 Sofort anwendbar! Mit kostenloser Erinnerungsfunktion!
 Verlängerung einfach von unterwegs aus!
 Mit Erhalt der Bestätigungs-SMS ist die Parkgebühr bezahlt!

Senden Sie: KFZ-Kennzeichen + gewünschte Parkdauer
 z.B. für 15 Min.: B-PB 2040 BPB2040.15

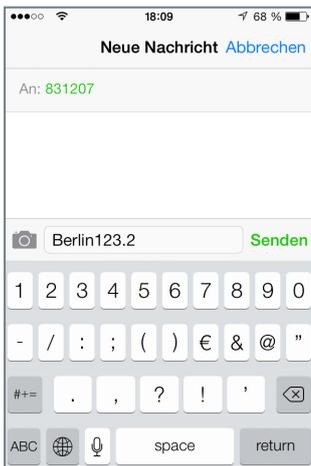
+15 für 15 Minuten	+2 für 2 Stunden
+30 für 30 Minuten	+3 für 3 Stunden
+45 für 45 Minuten	+4 für 4 Stunden
+60 für 60 Minuten	bis +14 für 14 Stunden
+90 für 90 Minuten	+t gültig bis Tagesende

per SMS an die Nummer: **831207**

Preise wie am Automaten!
 Zahl der SMS-Gebühr für die Übertragung
 und 15 Cent Servicegebühr pro Parkvorgang

*"No cash? Just use your mobile phone to send an SMS with your license plate and parking period to the number 831207 ."

Customer Journey



*The parking fee 2.15€ including a service fee is paid for Berlin123 in Berlin-Pankow until 20:09. PIN: 4481932



*At 20:09 the parking ticket for Berlin123 will expire. You can prolong the parking ticket within the maximum parking duration.

1

The user sends an SMS with their car's license plate details ("Berlin123") and the parking duration "2 hours" to the number 831207

2

The user receives a confirmation-SMS with their parking ticket information.

3

10 minutes before the parking ticket expires, the user gets a reminder-SMS. The user can prolong their parking ticket remotely by sending their license plate details and the parking duration again.



Users with smartphones can also use the smartphone application and pay with one click. They simply store the vehicle's license plate details in the smartphone application. The city of Berlin Pankow and the parking zone are automatically detected via GPS. After choosing the parking duration, users can pay for parking tickets simply by clicking on the "pay now" button..

*Use your mobile to pay for one hour and get a discount of 50% off the price of parking

Results & outlooks

Since the launch in 2011, already more than 15% of parking tickets are being paid via the registration-free service sms&park, whereas the registration-based systems hover around the 1% mark. Usage has also continued to increase, even following the introduction of a service fee for users.

According to a user survey conducted among 350 users in June 2013, more than 97 % of users are either "very satisfied" or "satisfied" with the service and 98% would recommend the service to friends. Councilor of Berlin-Pankow, Dr. Kühne, has since recommended that the city council extend the solution to all parking spaces and city districts in the German capital Berlin.

About Berlin-Pankow

With more than 380 000 inhabitants, Pankow has the highest population of the city districts of the German capital Berlin. Berlin-Pankow operates more than 25 000 on-street parking spaces.

About SUNHILL technologies

Sunhill technologies has taken on a pioneering role in the growth market of mobile payment in close collaboration with the leading European mobile operators, specializing in the mobile ticketing and parking by phone sectors. The application for on-street parking for instance, is already available in 150 locations throughout Europe, and has today reached penetration rates of up to 90 %.