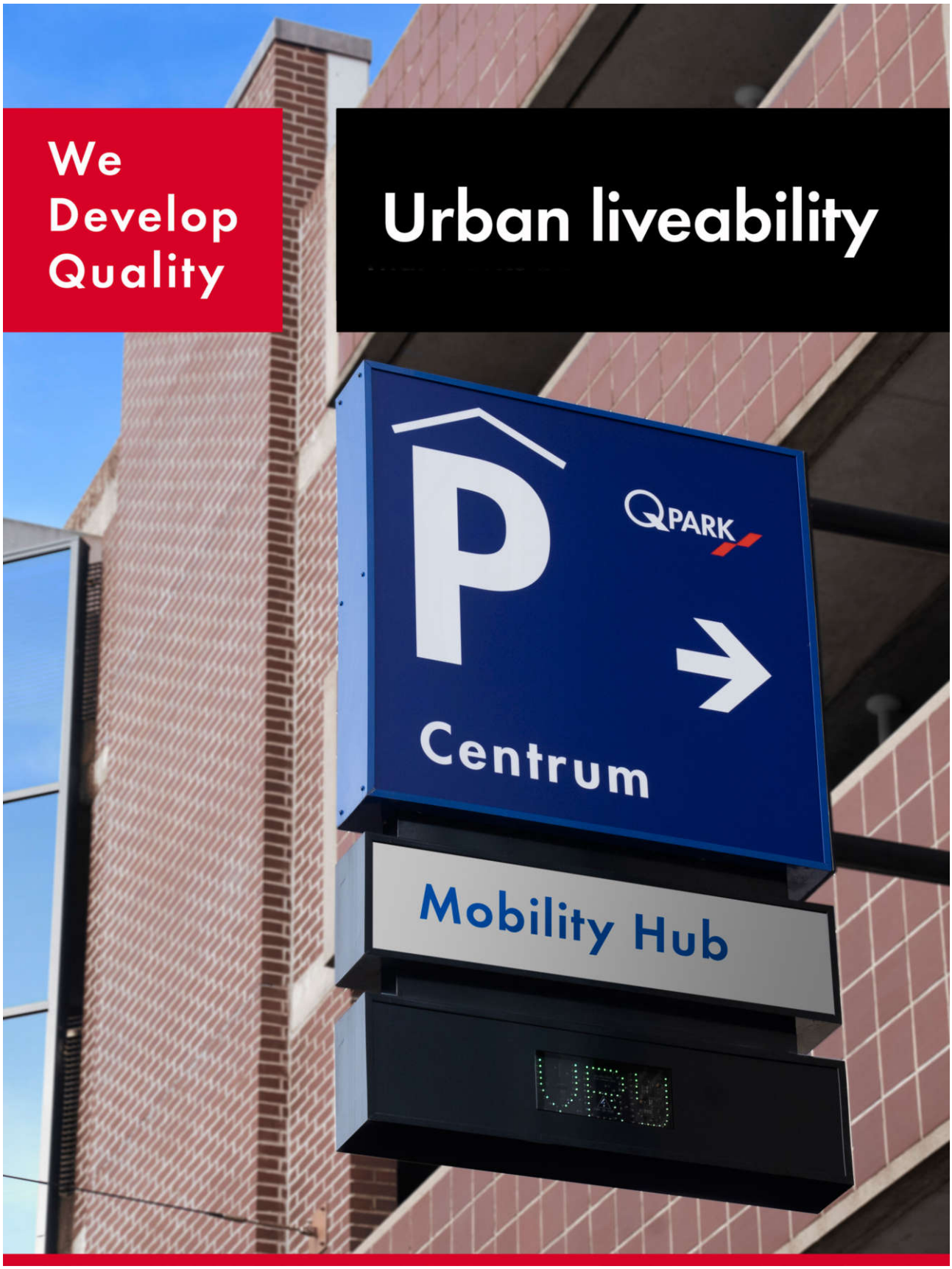
ANNUAL CSR REPORT 2024



QPARK Quality in parking

Customer satisfaction

Google reviews

For several years now, all Q-Park countries have been using the same platform, designed to improve online visibility and the customer relationship. The platform gives customers the opportunity to leave a Google review of the parking facility they just visited.

A Google review includes giving a score from one star (poor performance) to five stars (excellent service). Google reviews can be a useful customer feedback tool, as they:

- improve search ranking and online exposure;
- increase trust, credibility and provide feedback;
- influence purchase decisions, improve click-through rates and convert more customers.

As paid parking, by definition, triggers some overall customer dissatisfaction, we are well aware that obtaining a 5-star rating is a bit much to expect. However, we aim to keep our average rating at or above 3.5.

Results

- 5-star rating given in 40% of customer reviews;
- 3.5 average rounded rating;
- 66 million customer queries served; and
- 120 million customer connections online.

Figure 14: Google review overview

