

Case study

Judopay helps Connect Cashless Parking increase conversions, innovate and scale at pace.

Connect Cashless Parking offers a safe, secure and seamless car parking experience with Judopay.



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The partnership with
Judopay is paying
dividends. We chose
the company
because it delivers
on its promises.

Tom Hughes, Managing Director at
Connect Cashless Parking Ltd



judo

The challenge.

Connect Cashless Parking Limited was not fully satisfied with its payments provider, in particular the lack of collaboration.

As a subsidiary of PayByPhone, itself a wholly-owned subsidiary of Volkswagen Financial Services, Connect Cashless operates a cashless parking service via its app, which allows people to find, to reserve, and to pay for parking using their smartphones.

Tom Hughes, Managing Director at Connect Cashless, explains: "We had major problems with our previous provider. There was no

engagement, no additional technology or even a discussion about it."

Connect Cashless manage millions of transactions for some of the UK and Ireland's largest car park operators, such as APCOA and Saba UK and it is one of the technology leaders within the cashless parking arena, so it needed the right partner.

This is where Judopay came in...





The solution.

Tom says: "When Judopay approached us, it was a breath of fresh air. They wanted to help us achieve our strategic goals and to work alongside us as consultants. They were flexible, strategic and wanted to grow with us, which is exactly how we work with our clients."

Through this partnership and collaborative effort, Connect Cashless benefited from Judopay's mobile centric approach. This fed into how Connect Cashless allowed users to pay, further bolstering its mobile-based services.

One of the clear benefits for Tom and his team is strong back office functionality for the Connect admin tool, powered by Judopay. This advantage is provided straight to Tom's clients, as he explains:

“Having the refunds capability in our admin tool means that our clients are able to save considerable time. I would estimate our clients' customer service teams are saving half a day a week on average, which, in turn, means potentially saving our clients nearly a month a year in resources.”

The result.

Since the relationship started in 2019, there is a strong and clear vision for the future. Judopay has enabled Connect Cashless to take mobile payments through its app and via SMS messaging for parking spaces, thus improving the overall payments process for its in-app payments. Connect Cashless has experienced major payment process benefits which has led to a reduction in operational costs and resources. Judopay achieved this by increasing conversion rates, **reducing transaction failures by 5%** and protecting against fraudulent activity.

Tom says:

“Judopay does the simple things that keep engagement high and the overall vision of where we want to head on track, especially our account manager. He talks to us about new innovations. I have no qualms about introducing Judopay to our clients as I know they always deliver.”



Why Judopay?

As a leader in the mobility space, Judopay is an ideal payments technology provider for Connect Cashless. It lets merchants and technology platforms build payment services into their own app or service so they can take payments everywhere, screen for fraud, provide secure tokenisation and payer authentication, and comply with regulations such as PSD2.

Judopay seeks merchants that are disruptive, high growth, and customer-driven – much like the company itself. Then, it looks to drive those companies to scale through strong support, clear reporting and communication, and quick onboarding.

Tom explains some of the value Judopay has brought to his clients, saying: "The onboarding process for our clients flows nicely. We have a single point of contact to ensure configurations are complete and clients are live. It's so simple and yet so valuable. Also, Judopay's APIs are directly integrated into our services, meaning everything happens in one place, which adds value for our clients."





About Judopay.

Judopay is the leading mobile payments platform. Born out of the frustration with friction-filled checkouts, it built a flexible solution designed to drive sales and improve the customer experience. Working closely with partners such as Mastercard, Discover and Visa, Judopay is continually building ways to enhance the overall payment experience for both merchants and their customers. Available across multiple sectors, its solution is used by KFC, Young's Pubs, Revolution Bars, Autocab, iCabbi, Wahaca, Countrywide and many more.

For more information please visit judopay.com or find us on Twitter: [@Judopay](https://twitter.com/Judopay).

About Connect Cashless Parking Limited.

Forget the worry of bringing enough cash to park - think Connect Cashless Parking for a seamless car parking experience. With the Connect Cashless Parking app, drivers can search for parking locations, book and pay for parking with just a few clicks, and without the hassle of queueing for a payment machine. Connect Cashless Parking allows drivers to extend parking sessions via the app without return to the payment machine. With Connect Cashless Parking, a wholly-owned subsidiary of PayByPhone UK, drivers can stay focused on what matters to them.

For more information about Connect Cashless, please visit connectcashlessparking.com.



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