

# ANNUAL CSR REPORT 2022



We  
Develop  
Quality

Urban liveability

## Customer satisfaction

### Google reviews

For some years now, all Q-Park countries are using the same platform designed to improve online visibility and the relationship with customers. It gives customers the opportunity to leave comments about a business they have visited, and it gives us a clear dashboard on our performance and provides feedback where appropriate.

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.

Another advantage of the platform is that we can:

- | automatically broadcast our parking facility information in the main directories, GPS, search engines, social networks and opinion websites;

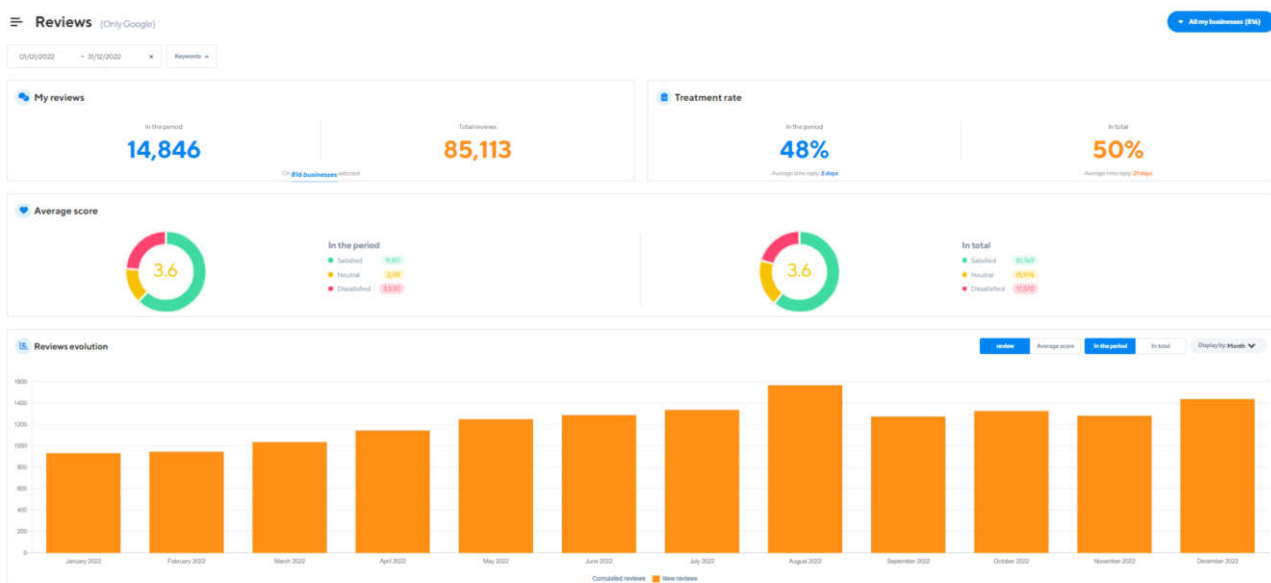
- | centralise the customer reviews received and identify whether they come from Google, TripAdvisor or Facebook;
- | report on reviews, analyse them and respond from a single interface.

Paid parking by definition triggers some customer dissatisfaction overall, so we are aware that obtaining a 5-star rating is a bit much to ask. We do however aim to stay at or above a 3.5 rating average. Over 2022 our rating went down from 3.7 in 2021 to 3.6 in 2022 but we gained more feedback which is valuable too.

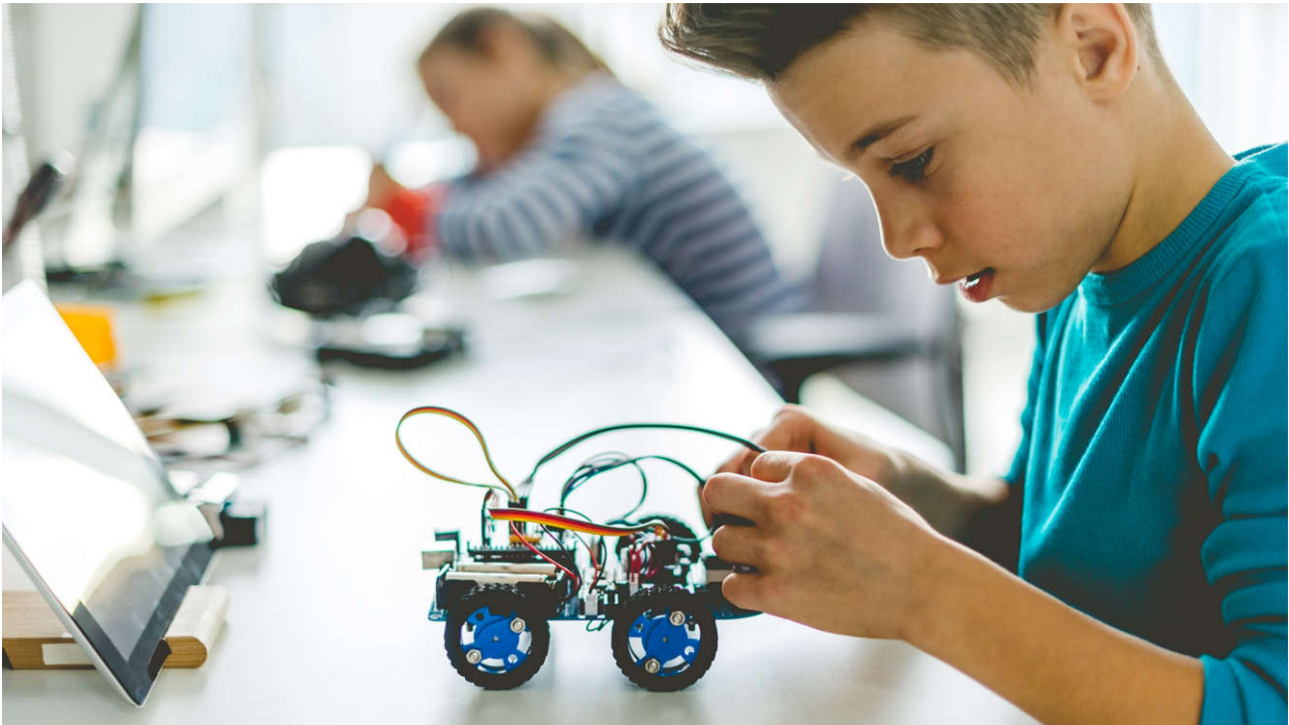
### Results

- | 816 (2021:779) Q-Park entities listed.
- | 14,846 (2021: 12,631) Google reviews received.
- | Google Review Rating is 3.6 (2021: 3.7).

Figure 24: Google review dashboard



## Student Award



Q-Park wants to engage with all layers of society. It's part of being both diverse and inclusive. The Student Award brings young people into the equation. Q-Park held its annual Thought Leadership and Student Award event in November 2022.

### What is the Q-Park Student Award?

Together with the Erasmus University Rotterdam, Q-Park established the Student Award in 2014. Prizes are awarded for bachelor or master projects related to parking and sustainable mobility challenges. Theses may be written in English or Dutch, at a college or university in Europe.

The Award aims to increase understanding about parking and mobility. Students have a fresh outlook and can help unravel some of the mysteries of urban mobility. When setting up the award, we sought to bridge the considerable gap between research and practitioners in the sector.

### Thought Leadership event and Student Awards

Besides being an informal industry networking event, it is also an opportunity to hear what thought leaders have to say about the future of mobility and parking.

In recent years presentations were given by:

- | **Carlo van de Weijer**, Managing Director of Eindhoven AI Systems Institute (EASIS) at TU Eindhoven and a smart mobility expert.
- | **Frank Quix**, Managing Director of Q&A Insights & Consultancy and a retail expert.
- | **Larissa Suzuki**, Technical Director, Office of the CTO at Google.

### Award collection

We have collated the winning Q-Park Student Awards since 2014 into a separate publication. You can access our Student Award collection here. Are you interested in working together with Q-Park and advancing knowledge about parking and mobility? Find out more about becoming a partner!