

# Using payments to enable meaningful engagement with your customers/citizens

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Every day, we're  
delivering world leading  
payment solutions.



# About ADVAM

**Deliver world leading  
payment solutions,  
making it easier for you  
to engage with your  
customers**



**20+**

**countries** with  
acquirer links

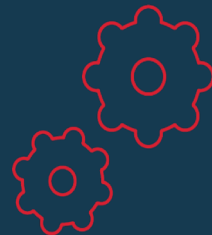


**10**

years in payments  
industry **expertise**



**Global**  
expertise



**Managed integration**  
With your equipment



Specialises in parking  
solutions for airports,  
parking operators,  
shopping centres,  
government, health and  
education



Offices in **EMEA,**  
**APAC and US**



Secure payment  
transactions – **PCI DSS**  
**level 1 compliant and**  
**EMV certified**

Consumer behaviour has changed

They want a personal experience – without ever  
meeting you



Your citizens  
decisions are made  
on convenience and  
ease of use

78%  
have amazon  
prime, purely  
for the fast  
shipping



amazon prime

Consegne in 1 giorno **senza costi aggiuntivi**

Con Amazon Prime, ricevi consegne illimitate in 1 giorno su 2 milioni di prodotti e in 2-3 giorni su molti altri milioni

Iscriviti e usalo gratis per 30 giorni

Dopo i primi 30 giorni gratuiti, Amazon Prime si rinnova automaticamente a EUR 3,99/mese. Puoi cancellare l'iscrizione in qualsiasi momento.

Scopri altri piani ►



Your citizens want to connect and pay via omni-channel services.

Digital channels enable you to collect data;

- Who are the users of your services
- How they use those services
- Provide a way for you to engage better with them

# Connecting your city through payments

Keep your city moving with a single platform for residents and visitors via online and mobile payments.



## If you knew ... what could you do?



Who they are, name, address, contact, demographics



What car(s) they drive. What other drivers are in the family



What products and promotions excite them



Where and when they park



How long they spend somewhere, frequency of visits



**And much, much more...**



What their likes and interests are



How to engage with them – email, SMS, social

- Use beacons to know what services they are visiting
- GPS to direct them to favourite places / closest parking
- Connect to third party data – when travel, where shop etc.



**Your citizens are your customers.**  
**Keep them at the centre of what you do**



Provide omni-channel payments



Connect all your services under a single account



Use technology to manage engagement