

# Service Tracking Systems Valet Parking Case Study



FEATURING: CACHE CREEK CASINO RESORT

## OVERVIEW

The red-carpet treatment starts with valet parking at Cache Creek. Yet, behind the scene, the valet staff begins a technology-infused process to streamline their operations while protecting themselves from fraudulent damage claims. Valet parking is a complimentary service at Cache Creek, making it easier for guests to spend more time in the casino. To be successful, the valet experience must be delivered with superior service that is time efficient and makes the customers feel that their car is in good hands.

Cache Creek, always proactive with technology that improves the customer experience and streamlines operations, approached System Tracking Systems about their Computerized Valet Parking System (CVPS). STS worked with Cache Creek to implement the



valet tracking system. The goals included focusing on greater **customer service**, **minimizing damage claims**, increasing **operational efficiency**, automating **performance measurement**, **reducing labor**, and **motivating employees**.

Cache Creek, is owned and operated by the Rumsey Band of Wintun Indians, is located in Brooks, California. The 415,000-square foot property features a hotel, restaurants and over 3,000 slot machines and 142 table games, including a 28 table Poker Room.

## BEFORE SERVICE TRACKING SYSTEMS COMPUTERIZED VALET PARKING SYSTEM (CVPS)

Before installing STS' valet system, Cache Creek ran its valet operations manually. With a high volume, averaging 600 cars in and out each day, the biggest challenges were completing vehicle inspections and accurately determining performance.

CVPS ESSENTIALLY DOES THE WORK OF AT LEAST ONE FULL-TIME EMPLOYEE. FOR EXAMPLE, CACHE CREEK NOW ONLY NEEDS 1 TICKET ISSUER ON STAFF INSTEAD OF 2.

Ticket issuers had the added responsibility of taking the time to carefully survey each car and personally note each ding, dent and scratch. Not only did this process add a few minutes to the time needed to park each car, it also required two employees for the work of one and was a highly inaccurate method of recording damage in case a customer filed a claim.

Supervisors were required to manually evaluate key performance indicators, often through inaccurate ticket counts and damage inspections. Reports were time consuming and took away from focusing on outstanding service.

## RESULTS AT A GLANCE

REDUCE NUMBER OF OVERALL DAMAGE CLAIMS

DECREASE CLAIM PAYMENTS

REDUCE NUMBER OF EMPLOYEES NEEDED

DELIVERS PRODUCTIVITY & PERFORMANCE DATA TO SUPERVISORS

INCREASE ACCURACY

DEMONSTRATE QUALITY CONTROL MEASURES TO CUSTOMERS

AUTOMATE PERFORMANCE REPORTS

BEFORE STS' COMPUTERIZED VALET PARKING SYSTEM WAS IN PLACE, CACHE CREEK RECEIVED 120-130 CLAIMS A YEAR WITH A RATE OF 70-80% BEING PAID TO THE CUSTOMER.  
WITH CVPS, CACHE CREEK'S CLAIMS HAVE LOWERED TO ABOUT 100 A YEAR WITH A PAYMENT RATE OF ONLY 35%.

### **COMPUTERIZED VALET PARKING SYSTEM IMPLEMENTATION AND TRAINING**

Cache Creek's CVPS includes Customer Request Kiosks for fast and easy self-service, High-Definition Digital Cameras for automatic damage inspection of each vehicle, and License Plate Recognition technology for automated vehicle identification.



New hires only need a half-day of training before they are properly using the system.

### **A SIMPLIFIED PROCESS**

The customer is greeted at the porte-cochere and issued a ticket. Valet scans his ID badge and valet ticket to trigger the LPR and digital cameras. The valet, time, vehicle license plate, vehicle images from all angles are immediately uploaded to the system. Upon departure, guest scans the valet ticket at the self-serve vehicle request kiosk. Valet attendants are prompted of the vehicle request, and immediately deliver the car at the exit.



### **BENEFITS AND FEEDBACK**

From the perspective of Cache Creek's management team, valet attendants and customers, CVPS has greatly improved the entire experience.

Customers feel secure knowing that there is a digital assessment of their vehicle on file in case of damage concerns, ensuring a quick and accurate resolution to any issue. They love the diminished wait times and the self-service option to get their car.

There has been absolutely no resistance from the valet attendants who are motivated by the easy to use system that lets them do their job more effectively. The time saved by not having to inspect the vehicles allows them to focus on parking more cars, which means receiving more tips.

Supervisors are able to more efficiently oversee operations by easily accessing automatically pulled data that indicates whether too much money is being spent, if wait times are too long or if more employees are needed on a particular shift.

*"Being able to capture accurate data, and make sense to enhance performance is a key fundamental in performance management; effective use of technology enabled Valet Operation*

*has become a success story at Cache Creek Casino Resort"* – Volkan Tuzer, Director of Valet, Limo and Transportation

**KEY PERFORMANCE INDICATORS MEASURED WITH CVPS**

- VOLUMES
- WAIT TIMES
- LABOR HOURS AND OVERTIME
- AVERAGE VEHICLE PER VALET ATTENDANT PER DAY
- TOTAL COSTS PER CAR PARKED

"Valets need to work fast in the porte-cochere. Issuing tickets and getting guest in the casino is their number one priority. We are always looking at ways to improving client's valet service and are continuing to develop the applications as the technologies advance," said Kai Schuette, Founder and CEO of Service Tracking Systems, Inc.

To ensure that valets focus on greeting the customers and quickly moving the car, license plate recognition cameras are located in the valet entry lane, along with the digital cameras. The license plate of each vehicle that is parked is recorded in the system. This application not only automates the vehicle identification process, but also gives



management the ability to retrieve guests' parking frequency and length of visits.

**ABOUT SERVICE TRACKING SYSTEMS**

Service Tracking Systems (STS) is a vertical market technology solutions company designed to elevate customer service, increase productivity, minimize liabilities and enhance facility security.

CheckPointLPR, CVPS (Computerized Valet Parking Systems) and BellDeskPro are three core product examples of STS's innovative design concepts that have swept the industry since 1994, now servicing over 350 clients within the most elite organizations in the continental United States, Canada and Australia.

Members of the STS team have over 70 collective years of extensive experience as owners, operators, and employees in front service technology sectors.

For more information, visit [www.ServiceTrackingSystems.net](http://www.ServiceTrackingSystems.net).



Media Inquiries: Miriam Silva | [miriam@servicetrackingsystems.net](mailto:miriam@servicetrackingsystems.net) | 800 955 3516 x1116

Sales Inquiries: Andy Preas | [andy@servicetrackingsystems.net](mailto:andy@servicetrackingsystems.net) | 800 955 3516 x1106

About this Client: [www.cachecreek.com](http://www.cachecreek.com)