



Case Study



BACKGROUND

The Toronto Parking Authority (TPA) is one of the largest parking and bike share operators in North America, owned by the City of Toronto. The TPA owns both highly regarded [Bike Share Toronto](#) and [Green P](#) brands, managing more than 22,000 parking spaces in more than 250 off-street facilities, including 24 parking garages and 19,000 on-street spaces. In a year TPA will handle, on average, more than 33 million client transactions. Over the years, TPA had a legacy stack of on-premise systems and applications that required upgrading. As a part of this project, TPA decided to implement SAP's S/4 ERP solution, and ECENTA lead the implementation of SAP Service Cloud for TPA's customer service team.

CHALLENGE

TPA's legacy stack of applications lacked integration resulting in several data siloes and significant manual processes. Within the customer service department, tickets were managed out of a general pool and often involved processes outside the system to route tickets to the appropriate agent. Knowledge of the procedures were often in the heads of individual agents rather than as standard within the system, resulting in challenges of scale. TPA's legacy customer service solution was outdated and

deprecated, not allowing for best-in-class customer experience .

HOW ECENTA HELPED

Over a 9-week project schedule, ECENTA collaborated with the TPA customer service team to design and implement the Phase 1 replacement of their customer service solution – a standalone instance of SAP Service Cloud. On top of the redesign of service team structure and ticket assignment/resolution processes, TPA required complete business continuity.

CLIENT

Toronto Parking Authority

SCOPE

Implementation

PRODUCTS

SAP Service Cloud





HOW ECENTA HELPED (Continued)

The ECENTA team facilitated the import of approximately 80,000 current customers files across various segments, in addition to historical and current ticket data. TPA also needed all current interaction channels be available in Phase 1 of the Service Cloud roll-out – including email, phone, web forms and social media (Twitter).

“Customer Service agents for the Toronto Parking Authority are now able to provide more efficient customer service to our customers. The new CRM has allowed us to improve the quality of our communications and cross collaboration amongst our agents and our subject matter experts. Since implementation the department is also better able to report on emerging trends and themes that has made us more responsive to meeting the issues our customers need.”

- Justin Hanna, Director Parking, Bike Share Operations & Customer Service
City of Toronto Parking Authority

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RESULTS

Business

- A significant reduction of “out of system process” including localized forms, and spreadsheets.
- Revamped ticket processes with the customer at the center of every interaction, rather than the ticket.
- Increased visibility into unassigned, open, completed and closed tickets.
- Simplified and improved reporting on all tickets in the system.

Technical

- Streamlined and standardized approach to customer service inquiries across channels.
- Defined and simplified ticket priority, categorization and SLA response time for customer service agents.
- Assets handled by custom field, allowing agents to accurately capture maintenance or service locations to deploy field resources.