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## LED parking system from Microsyst

# Customer retention begins in the car parking lot at Sparkasse in Celle

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Modern customer management via LED technology: Sparkasse Celle-Gifhorn-Wolfsburg already welcomes its customers at the parking lot with personalised reserved parking spaces. Microsyst supplied displays that are as easy to handle as they are modern and robust, including software.

The requirement profile for the parking system was clear: waterproof and robust, with an appealing look at the same time. "We wanted a digital and modern effect in our car park, i.e. even before the customer enters our branch" summarises Björn Klaucke, branch manager Celle-Vorstadt. A simple, intuitive operating system for all employees should also ensure that the display is actually used on a regular basis.

Klaucke learned about Microsyst via internet research. In the subsequent coordination process, the technical consultants from Microsyst defined the exact needs and requirements and put together a perfect solution for Sparkasse Celle-Gifhorn-Wolfsburg. The base is a bright LED display in IP65 outdoor technology from our own production. Even in unfavourable weather and visibility conditions, the panel remains comfortably readable. The stable housing with stand mounting has proven itself in use on various parking areas. For daily handling, Microsyst created a customised, web-based operating software: every employee of the Sparkasse branch with access data can call up the software via the web browser on the PC and register the licence plates of their customers for a total of twelve parking spaces - it could hardly be simpler and more intuitive, and long instructions are not necessary.

Modular design and smart programming enable Microsyst to implement individual customer requests - as in the case of Sparkasse Celle-Gifhorn-Wolfsburg - quickly and cost-consciously. The maintenance-free systems also generate no follow-up costs. "We give our customers a charming "aha" moment when they enter the car park and at the same time relieve them of the search for a parking space," Klaucke sums up. "For us, this is the icing on the cake of a comprehensive and consistent principle of customer service and retention."

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***About microSYST Systemelectronic GmbH***

*Founded in 1985, the company based in Weiden i. d. Opf. has been developing, manufacturing and selling LED display systems for 30 years. The comprehensive know-how in LED technology goes back to the early in-house developments. This pronounced pioneering spirit is still deeply rooted in the company today. With future-oriented thinking and environmental awareness, microSYST will continue to dedicate itself to LED technology in the future under the following principles*

- Know-how right from the start*
- Individual development and production*
- Adapted systems with unique optics*
- Regionally sustainable and efficient*