Adobe

ParkingZone clears payment processing roadblocks with Payment Services

Every day, most of us drive around cones, glance at directional signs, and maybe even hand over our keys to a valet. Operating any kind of parking presence—from a small lot to a multi-story garage—requires a surprisingly broad range of specialized equipment like bollards, bike racks, valet podiums, and more. And that's where ParkingZone comes in.

Founded in 1987, ParkingZone is one of the leading parking supply companies in the US, with an inventory of 1,700 items. Its customers include private parking facilities, valet services, municipal curbside and traffic enforcement operations, airports, schools, arenas, and businesses ranging from fast food restaurants to construction sites.

They also operate GorillaPost.com, which offers flexible delineators and post systems for vehicular and pedestrian safety in parking structures, along sidewalks, and even defining swing radius zones for construction equipment. These systems use powerful magnets to affix the rugged posts in precise positions.

The company has been selling its products online since 2011, using Magento Open Source as its ecommerce platform.

Processing payments was harder than finding parking on a busy street.

While ParkingZone has been successful with ecommerce, it hasn't been without its ups and downs. "One of the biggest challenges we faced was payment processing," explained Darlene, the company's Accounts Receivable manager.

Ongoing issues included:

Inefficient payment processes

Darlene had to navigate multiple websites and platforms to process payments, a task that could take hours during busy times of the year. For a small company with about ten employees, this was highly inconvenient and time-consuming.

Payment threshold limitations

ParkingZone frequently exceeded its payment provider's daily processing thresholds, which meant customers' payments were put on hold. This created bottlenecks for Darlene and her team, causing major frustrations for customers.

Limited visibility into transactions

The lack of transparency regarding failed payments left Darlene's team—and their customers—without answers. She often struggled to explain why a transaction had failed, leading to further confusion on both sides.

Payment Services—A top-tier payment experience for Adobe Commerce and Magento Open Source

ParkingZone switched to Payment Services for Adobe Commerce and Magento Open Source to simplify payment processing and offer a better experience for its customers. "We needed a payment processing service that would allow customers to check out and pay for their products without unnecessary surprises and delays," said Darlene.

Comprehensive transaction reports

Payment Services offers detailed reports that track payment statuses and explain why transactions fail. Now, Darlene can easily locate the last four digits of a customer's card, see why a payment failed (for example, due to security reasons, suspected fraud, or insufficient funds), and provide a path to resolution.

Centralized payment management

Payment Services consolidates all payment processes into a single platform. At ParkingZone, this eliminated the need for Darlene to juggle multiple websites for payment processing.

How ParkingZone is winning with Payment Services

ParkingZone has been using Payment Services for about a year, and the benefits are clear. "I spend much less time jumping between systems to process payments, run transaction reports, and update QuickBooks," said Darlene. As a result, she saves five to six hours a week.

She added that Payment Services also more accurately identifies fraudulent transactions and is less likely to flag innocent transactions. For example, it won't flag a transaction just because a customer's shipping address has a different zip code from their billing address. "We've seen fraudulent transactions decrease by 47% since we adopted Payment Services," said Darlene.

Find your perfect spot for payment processing

According to Darlene, Payment Services has allowed ParkingZone to build stronger relationships with its customers. "Now they can go to our online store and complete transactions without their payments being put on hold or incorrectly flagged," she said. "Buying from us became a lot easier and more predictable."

If you're an online retailer, Payment Services could work for you, too. Schedule a demo to see how it can benefit your business.