

Company: Small Businesses of Australia

Nomination Submitted by: Annette Densham, Award Writing Specialist

Company Description: Award Writing Specialist

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Transportation - Medium-size

Nomination Title: Wilson Parking

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 188 words used.

Wilson Parking is Australia's leading parking services provider, operating across more than 1,000 locations nationwide, Wilson Parking has long been recognised for its operational footprint and property expertise. In recent years, the company has undergone a significant transformation, shifting from a facility-focused operator to a customer-first, innovation-driven business.

Responding to changes in customer expectations and the rise of hybrid working, Wilson Parking recognised the need to evolve its offering. What followed was a company-wide innovation program designed to simplify the parking experience, improve efficiency, and support scalable growth. From flexible digital products like Supersaver and FlexiSaver bundles, to customer rewards through a 7-Eleven fuel partnership, to infrastructure upgrades and an overhauled contact centre model, the transformation has touched every part of the organisation.

Wilson Parking's recent performance reflects this shift. App usage is up 40% year-on-year, refund complaints are down 40%, and service standards are industry-leading—backed by a 98% mystery shop score. Internally, systems like LivePro and new onboarding programs have improved agent efficiency and speed-to-competency by 70%. With innovation embedded across products, systems, and service, Wilson Parking is redefining the role of parking in people's lives.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 235 words used.

Wilson Parking has delivered a company-wide transformation focused on enhancing customer experience, operational performance, and scalable growth. This innovation-led shift has touched every part of the organisation.

We launched Supersaver and FlexiSaver bundles tailored for hybrid workers, added 7-Eleven fuel rewards (28,000+ redemptions), and redesigned the Wilson Parking App—driving a 40% year-on-year increase in usage, with 2.4M+ downloads and a 4.8-star rating. Digital prepay now accounts for 27% of all transactions.

To improve service, we automated refund processes (cutting resolution time to under 48 hours and reducing refund complaints by 40%) and implemented LivePro, consolidating six legacy systems and reducing manual handling by 22%. NPS participation exceeds 40% daily; follow-ups with detractors improved resolution satisfaction by 15%, lifting NPS to 70 and CSAT to 90%.

Despite 66% growth in car park locations, support call volumes dropped by 19%, saving over \$1 million annually. Intercom queries are resolved in 15 seconds, and 80% of calls are answered within one minute.

Internally, training was overhauled into a structured two-week classroom plus four-week Hypercare program—cutting speed-to-competency by 70%. 100% of contact centre leadership roles were filled internally, and team attrition dropped 18%. Employee satisfaction sits at 90%.

Flagship sites like St Francis Cathedral saw a 40% uplift in revenue and repeat visitation. These achievements reflect Wilson Parking's commitment to building a smarter, customer-first operation that delivers stronger results for users, employees, and asset partners alike.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 234 words used.

Wilson Parking's achievements represent a rare combination of customer-centric transformation, operational discipline, and scalable innovation in an industry traditionally focused on static infrastructure and price-driven competition. While many providers still rely on outdated systems and limited customer engagement, Wilson Parking has redefined the parking experience by embedding innovation into every layer of its business.

Where competitors often outsource customer support or adopt generic third-party tech, Wilson Parking owns and controls its entire ecosystem, from app to intercom, enabling faster resolutions, real-time data insights, and tailored customer experiences. Our 4.8-star app (2.4M+ downloads) outperforms most mobility apps in convenience sectors, and we're the only major operator in Australia offering integrated fuel rewards (28,000+ redemptions), a tangible loyalty incentive that adds value beyond the car park.

Internally, our LivePro rollout and new training model reduced onboarding time by 70% and manual handling by 22%, dramatically increasing workforce agility, critical as we scaled to manage a 66% increase in sites. Unlike typical contact centres that struggle under growth, ours improved both speed and satisfaction: 98% mystery shop score, 15-second intercom resolution, and 19% drop in call volumes, saving \$1M+ in support costs.

Compared to our past performance, this is a leap forward. Wilson Parking has moved from a reactive service model to an innovation-led organisation that delivers consistently better outcomes for customers, employees, and asset owners, it sets new benchmark for the parking industry.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 240 words used.

Since July 2022, Wilson Parking has delivered a company-wide transformation focused on customer experience, operational efficiency, and scalable growth. This innovation has shifted the organisation from a traditional service model to a dynamic, digitally enabled, customer-first leader in the parking sector.

Key achievements include the expansion of flexible products such as FlexiSaver and Daily Pass Bundles, which have seen 84% year-on-year growth and contributed to a 12% increase in customer retention. The Wilson Parking App, now with over 2.4 million downloads and a 4.8-star rating, powers 27% of all transactions. Through a partnership with 7-Eleven, the company delivered 28,000+ fuel reward redemptions, adding tangible value beyond parking.

Operationally, Wilson implemented LivePro to replace six fragmented knowledge systems, reducing manual handling by 22% and improving agent efficiency. Refund automation brought processing times under 48 hours, leading to a 40% drop in refund complaints. Despite managing a 66% increase in car parks, customer calls dropped by 19%, resulting in over \$1 million in cost savings.

Customer care also scaled, with 80% of calls answered in under a minute and intercom queries resolved in 15 seconds. A new training framework reduced speed-to-competency by 70%, while employee satisfaction hit 90% and all contact centre leadership roles were promoted internally.

Led by National Contact Centre Manager Cuong Chi, this transformation reflects Wilson Parking's deep commitment to helping people do more with their day, delivering faster, smarter, and more human-centred parking at scale.

Attachments/Videos/Links:

[Wilson Parking](#)



[REDACTED FOR PUBLICATION]



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