

CASE STUDY

Public
Parking
Denver, CO
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Transforming Traveler Experience: Propark Optimizes Canopy Airport Parking Shuttle Operations

**25% Decrease
in Wait Times**

**56% Boost in
NPS**

**20% Increase in
Fleet Size**

The Challenge

Canopy Airport Parking recognized an opportunity to enhance its shuttle service, particularly during peak travel times. With a steady flow of travelers throughout the day, the facility aimed to reduce shuttle wait times and deliver a seamless transportation experience to and from Denver International Airport. To achieve this, Canopy sought an in-depth operational assessment and a tailored strategy to boost efficiency and strengthen satisfaction.

The Solution

Propark began by conducting a comprehensive onsite assessment of Canopy's shuttle operations, focusing on optimizing service during peak demand. By analyzing traffic patterns, airport schedules, and historical data, Propark developed strategies to streamline routes and minimize travel times. To meet increased demand, Propark expanded Canopy's fleet by 20% and adjusted driver schedules to ensure consistent coverage during high-traffic periods.

The Results

Propark's tailored approach led to a 25% reduction in wait times, helping travelers reach their destinations more efficiently. This success translated into a 56% increase in Canopy's Net Promoter Score (NPS), reflecting heightened customer satisfaction. With the addition of four new shuttles and an optimized schedule, Canopy saw a 20% boost in peak-time shuttle availability, ensuring reliable service with minimal disruptions. Together, these improvements reinforced Canopy's reputation for delivering an exceptional traveler experience.

"Canopy is, hands down, the best option for the frequent traveler. The combination of price, service, and location is unbeatable!" – Sapper Mac, Google Review