

Project Client: Toronto Parking Authority
Project Champions: VP Operations & CIO
Project Duration: 3 months

Customer Experience Innovation Design Sprint

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Project Environment

Toronto Parking Authority (TPA) was looking to initiate their vision of **using mobile app technology as a driver for upgrading & modernizing** the majority of their parking, service management and processes across all 4 distinct service lines.

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Objectives

Optimally prioritize resources & budgets among two dozen projects. Unfortunately they hit a few roadblocks in the form of multiple stakeholders, process interdependencies, and a high degree of inevitable software customization.

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Actions Taken

Engaged the participating stakeholder groups in a **Customer Experience Innovation Sprint** project designed to help them:

- Avoid conflicts arising from misaligned definitions & competing expectations.
- Ensure all operational perspectives were taken into account, preventing any misunderstanding of each Team's unique service scenarios & needs.

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Outcomes

Comprehensive & cohesive Digital CX and Project Portfolio insights enabled Operations Teams to confidently **coordinate & prioritize** their multitude of competing project and software priorities. And **obtain further funding** for those same projects from board-level stakeholders.