

CUSTOMER STORY: PIED PARKER

FROM RAMP CONGESTION TO INSTANT RESOLUTION

PIED'S CX EVOLUTION

“Crescendo fused with us to build speed, accuracy, and trust. With them, we’ve got major reliability at scale—and the foundation to take on the entire market.”

Mason Hunt, CRO, Pied

CRESCENDO



SNAPSHOT

PIED PARKER

Pied Parker, Inc. (aka “Pied”) is redefining smart parking and mobility hubs for parking operators and parking technology companies. With a portfolio of more than 55 patents spanning AI, computer vision, behavioral driving, and automated parking experiences, Pied is setting a new standard in modern parking.

Pied’s AI-powered license plate recognition (LPR) technology delivers highly accurate vehicle matching, incident reporting, and dynamic event payments. This enables fast contactless parking entry and exits while eliminating paper tickets and delays at the ramp. Its minimal cost deployment model keeps adoption simple and stress-free for property owners. Pied builds on this foundation with fast real-time diagnostics to minimize operational stresses and revenue leaks while also reducing traffic congestion and providing improvements for the driver experience.

By combining accuracy, scalability, and sustainability, Pied has become the leading innovator and patent-holder for parking technology in Silicon Valley.



TAKEAWAY

Crescendo's AI-human support model gave Pied the scalable service backbone they needed to keep vehicles moving quickly and match its fast-moving parking technology. Crescendo automated common issues, streamlined payments, and ensured expert agents backed every interaction. Average wait times dropped significantly while support satisfaction jumped higher. By integrating Crescendo and Pied's AI platforms, customers now get instant help at any parking environment, while property owners have renewed confidence that their facilities will run smoothly without delays 24/7.

70%

of inquiries
resolved with AI

<30s

Average Time-to-Agent
(down from 14m)

85%+

CSAT consistently 85%+
(near 100% excl. process
issues)

24/7/365

coverage across web,
in-app, and intercom lanes

↑20%

Ticket volumes grew nearly 20% past
1,000 per month, with no slowdown in
response times

CHALLENGE

Pressure in the lane.

Parking lanes—the exit points where drivers enter and leave a property—move fast, and even small delays can create stress for drivers and headaches for property owners. Pied’s technology was designed for speed and accuracy, but as adoption grew, support demand grew faster.

Drivers often need help with payments, account management, or disputes. Property owners, who are Pied’s enterprise clients, rest easy with the newfound assurance that their parking facilities can run smoothly at all times without their operations team or their own team needing to wake up in the middle of the night. Meanwhile, engineers were frequently pulled into handling routine issues, taking time away from product development and innovation.

The company’s early chat system, powered by Intercom, worked as a starting point but wasn’t built to manage surging volumes or provide real-time responsiveness. **Average time-to-agent stretched beyond 14 minutes, satisfaction scores dipped, and enterprise clients began pushing for true 24/7 coverage.** To continue scaling, Pied needed a support model that could keep drivers moving, give property owners confidence, and free engineers to stay focused on advancing core technology.

WHY CRESCENDO

- Best-in-class chat AI with seamless human handoff
- Fully managed tuning + optimization for continuous improvement
- Deep CX expertise, not “set-it-and-forget-it” bots
- People + technology built for quality and scale

SOLUTION

Built for speed and trust.

Crescendo partnered with Pied to extend the reliability and efficiency of their parking technology into the customer experience. The rollout followed a phased approach, starting with automation to handle routine inquiries, then expanding into live chat and payment support.

Crescendo's AI Assistants resolved common issues instantly, while human agents focused on more complex cases. Crescendo Insights surfaced recurring problems at the gates — such as short card taps and delayed payments — which were reviewed jointly with Pied's team to improve both support and product experience. Disputes were resolved more quickly through Stripe integration, and email backlogs were eliminated by routing cases into chat, where Crescendo's AI and agents could resolve them faster.

Transitioning away from Intercom was expected to be complex, but Crescendo's hands-on approach made it seamless. The team integrated quickly with Pied's Zendesk environment, turning what could have been a challenging migration into a smooth process.

With weekly reviews and playbooks in place, responses became faster while upholding the customer support accuracy. From day one, drivers received consistent help at the gate, enterprise property owners gained confidence in smooth operations, and Pied's product teams were freed from routine support tasks, allowing them to stay focused on advancing core technology.

“We're deeply integrated parking technologists, Crescendo is deeply integrated customer support technologists. Crescendo's exceeded every support goal of speed and resolution, which was previously missing. That combination keeps Pied's cars moving and lets us in Pied focus on what we do best—building better parking technology experiences.”

Gianni Strul Maxemin,
CEO, Pied



Pied Parker



Hello, how can I help you today?



How do I add another car to my account?



To add another car to your Pied Parker account:

1. Select "Vehicles" from the dropdown menu.
2. Click the "+" sign to add a vehicle.
3. Fill in details like country, state, license plate number, and optional VIN.
4. Click "Proceed."

Once you see "Vehicle detailed updated!" your car is successfully added. Repeat for additional vehicles. Let me know if you need further help!



Since this is a new car, I would like to remove my old car, how do I do that?



To remove your old car from your Pied Parker account:

1. Go to your account and select "Vehicles."
2. Choose the car you want to delete.
3. Click "Delete."
4. Confirm by selecting "Yes" when prompted.

If it's your default vehicle, first add the new car, set it as default, then delete the old one. Let me know if you need further help!

IMPACT

Speed and trust in action.

With Crescendo in place, Pied scaled support to match the speed of their technology. Pied's new Customer Support AI now resolves nearly 70% of inquiries instantly, while human agents respond to escalations in seconds. Satisfaction scores consistently hold above 85%.

Customers identify available parking through the app and navigate through lanes with less stress. At the same time, property owners experience fewer bottlenecks, and engineering teams stay focused on innovation rather than routine support issues.

Crescendo Insights added value beyond support by surfacing patterns such as delayed payments and recurring gate issues, which were then reviewed jointly with Pied's product and engineering teams. These reviews strengthened system performance, improved driver experiences, and built trust with property owners.

PARTNERSHIP PHILOSOPHY

Pied sees the ideal balance as having AI resolve around 70% of inquiries instantly, while complex cases are handed to human agents without friction to exceed every parking experience domestically and worldwide.

This approach keeps drivers moving while ensuring personal support is always within reach. Crescendo continuously tunes responses for greater speed and accuracy, and insights from those interactions are reviewed with Pied's product and engineering teams to guide improvements. The partnership is built on reliability and trust, combining Crescendo's 24/7 coverage with Pied's patent-backed innovation. Together, they've created a support model that grows alongside demand.

“The biggest value Crescendo brings isn't just faster responses — it's getting noise out of the way so our team can focus. We're not digging through support tickets to find what's broken anymore. When something “feels off” — in the lane, with payments, or elsewhere in the system — Crescendo picks it up early and gives us signals we can use. That's what makes this partnership work: real visibility, not just resolution.”

Callam Poynter,
CTO, Pied