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Case Study: Oglethorpe University
Using Rydin PermitExpress™ to reduce data entry and increase collections revenue.

Overview

Oglethorpe University is a liberal arts institution located in Atlanta, GA. The university implemented Rydin PermitExpress™ in August 2012 to increase revenue from citations, eliminate paper registration, increase the speed and efficiency of tracking and documenting citations, utilize mobile capability, and integrate technology to allow information sharing between departments.

Oglethorpe is located on a beautiful, self-contained Gothic campus near Atlanta's Buckhead neighborhood. The school issues 1,780 parking permits to students and staff each year.

To track parking permits, all permit applications were completed by hand and then placed in a reference binder. Citations were handwritten and then manually entered into a spreadsheet, which took several hours to complete. Printed copies were used by enforcement officers to verify citations and used by the business office to look up citations and track violations. Officers also carried a reference binder to look up registered faculty/staff and student vehicles.

The Challenges

Under the current system, tracking permit sales and citations was difficult – and the accuracy of handwritten citations was a concern. Since the parking data system was not integrated with the university, the business office did not always know who had received a citation, so they could not accept payment.

In addition to streamlining their current system, Oglethorpe University looked to:

1) Reduce data entry by 50%.
2) Increase revenue.
3) Provide faster service to the faculty/staff and students of the university community.
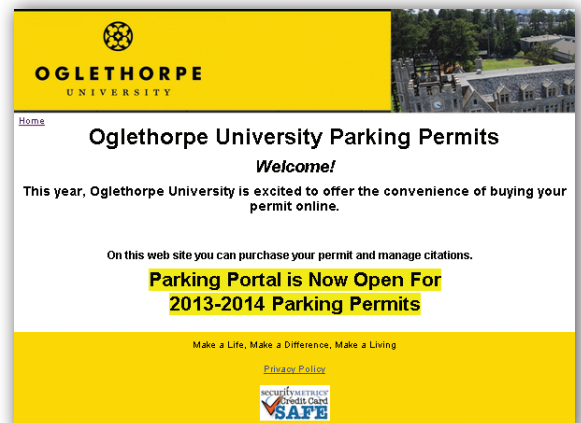
The Solution

- **Online Permit Sales:** Faculty/staff and students purchase their parking permits online and can update their account information as needed. The responsibility of data entry and data maintenance was moved from the Oglethorpe staff to the student. A link to Oglethorpe's customized parking portal was added directly to the school website.

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ABOUT OGLETHORPE

Rydin PermitExpress™ enables schools to more effectively manage their parking program.

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Home

Oglethorpe University Parking Permits
Welcome!
This year, Oglethorpe University is excited to offer the convenience of buying your permit online.

On this web site you can purchase your permit and manage citations.

Parking Portal is Now Open For 2013-2014 Parking Permits

Make a Life, Make a Difference, Make a Living

Privacy Policy

In business for over 55 years, Rydin Decal offers practical solutions to meet your individual parking needs. We look forward to providing a solution to help you increase the safety, control, efficiency and revenue of your parking program.

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- **Mobile Citation Writing:** Allows enforcement officers to use approved mobile devices (smartphones and tablets) to quickly and easily capture information to issue printed parking citations. By using the camera on the mobile device, photos can be attached to the citation's file, which reduce appeals. Bluetooth technology enables citations to be printed from a small, mobile printer.

- **Cloud Technology:** All Permit, Citation, Appeal, Payment, Driver, Vehicle, and History information resides in one, centralized location. Whenever information is updated by the parker, officer, or university, it is accessible to anyone with administrator privileges. And since the system is synced to the mobile devices (smartphones and tablets), officers in the field will have accurate, real-time information.

- **Reporting:** Centralized information enables accurate and comprehensive reporting. Standard reports organize important information so that users can make well informed, strategic decisions.

- **Online Citation Payment:** Allows students to pay for citations online, 24/7. When a citation is issued, the permitted driver receives an email with a notice of the citation and a link to pay online. Students can pay for their citations with a credit card. Rydin processes the transaction and is responsible for PCI compliance.

The Results

Oglethorpe University experienced a **328%** increase in citation revenue. Prior to implementing Rydin PermitExpress™, they averaged $7,000 in permit and citation revenue per year. With Rydin PermitExpress™ in place, Oglethorpe generated over $23,000 in revenue in their first year. In moving from handwritten to printed citations, the number of citations issued more than tripled.

Regarding the reduction in data entry, Reggie Maddox of Oglethorpe University stated that they were able to, "dramatically reduce the amount of time and labor...a process that normally required hours to log citations and track violations is now available in seconds."

"PermitExpress™ implementation is a huge success for our campus. Resulting in an increase in revenue, faster tracking of citations and permit sales. It allows permits and citations to be integrated and managed from one source and between multiple departments."

– Reggie Maddox, Director of Public Safety and Environmental Emergency Coordinator at Oglethorpe University

Rydin PermitExpress™ simplifies the citation process with easy-to-use data capture and online payment.

IMPROVED CUSTOMER SERVICE
ONLINE PERMIT SALES

328%
INCREASED
REVENUE

CENTRALIZED DATA AVAILABLE IN SECONDS
MOBILE CITATION WRITING

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