

How HotSpot Parking Developed a Strategy for Digital Growth



THE CLIENT – HotSpot Parking

[HotSpot Parking](#), headquartered in Fredericton, NB, is a leader in providing transportation payment and optimization technology. HotSpot has built a pay-by-phone parking app and offers parking-on-the-go capabilities to many municipalities, universities, airports and hospitals across Canada.



“Creating a Digital Strategy with Second Spring was fun, engaging, and straightforward. The HotSpot team feels confident taking our next steps to grow with digital.”

Phillip Curley, CEO HotSpot Inc.

THE CHALLENGE – Support Rapid Growth

Currently, HotSpot provides various membership plans and transit options in select cities. HotSpot is continuing to grow and expand to target residents and tourist demographics. With this rapid growth plan, there is a need to identify and implement strategies that address HotSpot’s pain points and generate more opportunities in the future.

THE SOLUTION – Define A Digital Strategy in Four Weeks

HotSpot engaged Second Spring to define their digital vision. The scope of this project included 1) Digital Assessment, 2) Market & Competitor Insights and 3) Digital Strategy and Roadmap. The Digital Assessment focused on uncovering the current state of HotSpot by getting clear on the organization’s vision for digital and understanding employee's digital capability. The Market & Competitor Insights illustrated how HotSpot compared against its peers in the marketplace and helped uncover additional valuable insights for the roadmap. The inputs from 1) and 2) were used to build a digital roadmap that outlined three-year objectives, one-year results, and quick wins – all activities were in support of HotSpot’s rapid growth initiatives.

THE RESULT – Confidence to Grow With Digital

At the end of the four-week engagement, HotSpot was provided with clear, concise and actionable strategic objectives. To support these objectives, HotSpot was also provided with a list of digital projects – including budget, duration and timeframe. Lastly, the document also contained a Digital Roadmap which visualized the schedule of the recommended projects and how they tie off to each strategic objective. With the Digital Strategy & Roadmap, HotSpot now feels confident about where they stand in their marketplace and next steps they can take to grow with digital.

Key strategic objectives included:

- Increase number of prospects finding HotSpot in target cities
- Improve conversion and renewal rates
- Increase team engagement and enable long term retention
- Secure required security credentials to penetrate US markets
- Improve business process definition, systemization and automation
- Improve sales pipeline accuracy



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