

CUSTOMER SERVICE
EXCELLENCE OF THE YEAR
Smart Park, Inc.

RECIPIENT Stephanie Kozak-Allen, Vice President

SPONSORED BY



PRESENTED BY Joe Tammaro, Regional Vice President
Commerce Bank



Douglas A. Lockard Photography

Stephanie Kozak-Allen

Smart Park Airport Parking opened its doors in 1994, in Essington, Pennsylvania, offering valet and self-parking for long- and short-term travelers flying out of Philadelphia International Airport. The company's vision was to transform an ordinary industry into an outstanding experience for all its customers by providing them with convenient hours, easy access to plenty of parking, and a well-lit, safe environment. Being in a remote satellite location, in an already saturated market, with no internet presence, did not deter the company's mission.

Open 24/7, the company provides free shuttle service with courtesy telephones conveniently located in each airport terminal — connecting the traveler directly to a Smart Park dispatcher for quick customer pick-up. Smart Park also offers related services, such as transporting the vehicle to off-site locations for detailing and minor repair work. After four years in business, this tenacious start-up company was nominated for the Ernst & Young Entrepreneurial Company of the Year award.

Stephanie Kozak-Allen is Vice President and Co-founder of Smart Park, Inc., and an enthusiastic self-professed people-person. Awarded one of 50 Best Businesswomen in Pennsylvania for 2006, she has inspired her staff to embrace her vision of valuing people above all else, taking great pride that hundreds of their customers took time to write complimentary letters about their experiences. Smart Park focuses on the importance of the seemingly little things, like welcoming people of different cultures, races and nationalities by displaying flags of all nations across the front of the parking facility.

Kozak-Allen is most proud of her staff, from the drivers to the check-out gate, for their dedication and commitment to deliver a quality service that is focused on being cheerful, courteous and respectful — while meeting the specific needs of each customer. To put a new twist on an old adage, they are all about... Service! Service! Service!

The diverse staff of over 100 employees comes together from all walks of life and educational backgrounds to form one very cohesive working community. This type of foresight and creativity was just part of the many innovative techniques Kozak-Allen employed that ultimately drove customer retention to all-time highs, which led to the opening of a second facility nearby, Expresspark, Inc.