



# case study: Fast Park

## Managing Crises



As Hurricane Harvey barreled toward Houston in August 2017, Fast Park—a leading provider of offsite airport parking facilities around the country—braced for impact. Vehr readied the company’s communications platforms to ensure Fast Park guests at its two Houston locations—servicing George Bush Intercontinental Airport and William P. Hobby Airport—were informed about local travel alerts, road closures and conditions of their vehicles.

Vehr prepared proactive website, social media and email messaging in advance and remained engaged with affected Fast Park guests and facility team members throughout the storm and the weeks that followed.

### The WIN

Fast Park, a company that differentiates itself with unmatched customer service and that takes pride in deep and authentic engagement with guests, reinforced its position as a trusted travel partner throughout the devastation of Hurricane Harvey.

The Fast Park social media pages exploded with engagement as Vehr communicated facility updates and worked one-on-one with guests about individual vehicle conditions throughout the storm and recovery efforts.

- Vehr maintained a 100 percent response rate and nine-minute response time on Facebook, receiving more than 111,000 impressions and logging 67 conversations through direct messages.
- Vehr captured more than 2,000 engagements in a single week on Twitter, more than 600 percent the quarterly engagement average.



Fast Park received countless accolades from guests who appreciated the proactive communication and responsiveness, as well as the dedication of its Houston employees.

