



Innovation Trail Finalist

Barbour Logic Limited – Stand E42 Response Master 4.0

Response Master is an award-winning solution for automating parking correspondence developed by Barbour Logic. For over 10 years Barbour Logic has been at the forefront of parking correspondence, helping councils to respond to motorists challenging their parking tickets accurately, consistently and in a language that anyone can understand.

At Parkex this year we are launching Response Master 4.0. This is a completely redesigned correspondence system which uses cutting-edge technologies to enable councils to respond to motorists better, faster and smarter.

Response Master now learns from the most common reasons cited by motorists for challenging a given contravention at a given stage for a particular council and highlights them to users. This helps speed up the response process and supports new users by helping them understand common scenarios.

Response Master 4.0 also instantly provides letters based on most common scenarios and immediately lets users see how their choices and answers affect the end letter.

The Response Master user interface has also been completely redesigned using the latest web development methods and usability practices in order for the correspondence process to be as fast and easy as possible.

With 10 years, 65 customers and 4 innovation awards under our belt, Barbour Logic are at the forefront of the govtech revolution.