Google

Google Sign-In for Luxe

LUXE

Company

[Luxe](#) is building a logistics platform that will drive the next generation of local real time services, beginning with parking. The free Luxe app, available on [iPhone](#) & [Android](#), transforms parking from a necessary evil to a daily highlight.

30% - Increase in registration rate with Google Sign-In

15% - Increase in activation rate with Google Sign-In

"At Luxe, we're always experimenting and launching new features to help deliver a seamless user experience. We strive to make parking easy / simple and Google Sign-in has helped us get closer to that goal."

- Curtis Lee,
Founder & CEO

Learn more at:
**https://developers.
google.com/identity**

Challenges

Luxe is a platform that combines data from parking garages, valets, and customers to provide a seamless parking experience. More often than not, new users often download and use Luxe's parking service within the same day. Due to this behavior, it is critical that Luxe doesn't have long sign-up flows that introduce hassle. Luxe needed to implement a solution that allowed users to quickly and easily sign-up and use their service.

Solution

Luxe's business is a service is built on trust. Everyday, thousands of customers use Luxe to valet their cars into safe, secure garages. Providing contact information and a headshot helps the valets connect with their customer and form a relationship.

In late December 2016, Luxe decided to test the hypothesis that implementing Google Sign-In would help increase registration and activation rates. Luxe actively keeps track of these metrics on an ongoing basis and was very happy with the results of this implementation.

Google Sign-In led to a **30% increase** in registration rate and a **15% increase** in activation rate across both iOS and Android! After only one month of work, new Luxe users were enjoying a much easier time leveraging the service.