ParkPilot AI

CUSTOMER DOCUMENTATION · TECHNICAL OVERVIEW

API Integration

What an API is, and how ParkPilot connects to your park management system and CRM.

Reduce admin. Improve response times. Stay in control.

Built by Park Operators, For Park Operators

parkpilot.uk · Version 1.0 · October 2026

THE BASICS

What is an API?

An API (application programming interface) is a secure, agreed way for two pieces of software to talk to each other. Instead of a person logging in and clicking through screens, one system sends a structured request and the other sends back a structured answer.

Think of it like your park's reception hatch

A guest doesn't walk into the back office and open your filing cabinets. They ask at the hatch, using a set form, and your team passes back exactly what they're allowed to see. An API works the same way: your park management system decides what can be asked, who can ask it and what is handed back. Everything else stays behind the counter.

Key ideas in plain English

Request and response

ParkPilot asks a specific question, such as “Is Lodge 12 free from 14 to 18 March?”, and your system replies with the answer.

Authentication

Every request carries a secure credential, such as an API key or an authorised token, so your system knows it is ParkPilot asking.

Permissions

Your system controls which information ParkPilot can read and which actions it can take. Access can be limited and withdrawn at any time.

Read and write

Reading means looking information up. Writing means making a change, such as recording a booking amendment or creating a lead.

Real-time updates

Many systems can notify ParkPilot when something changes, so agents always work from current availability and records.

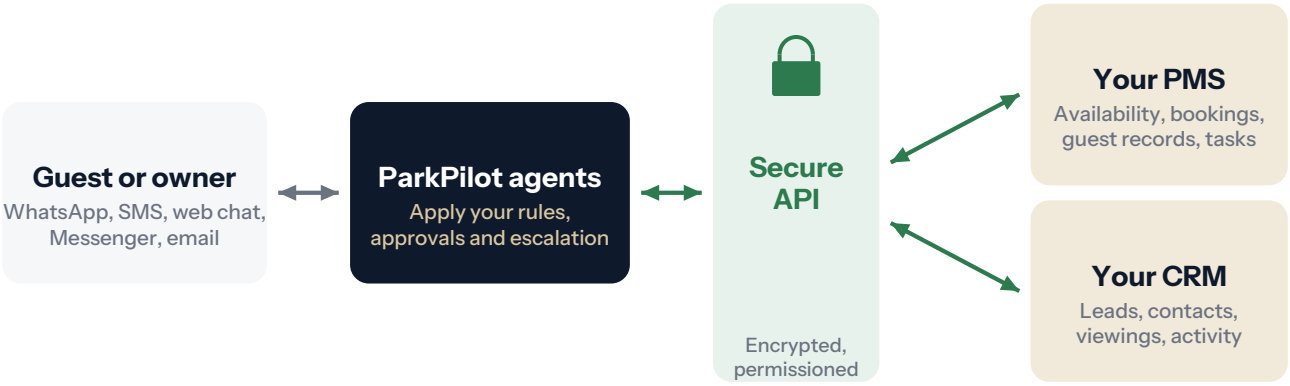
Encryption

Requests and responses travel over encrypted connections, so the information cannot be read in transit.

HOW PARKPILOT USES APIS

Working alongside the systems you already use

ParkPilot doesn't replace your park management system or CRM. Your systems stay the single source of truth for bookings, guests and sales. ParkPilot connects to them through their APIs, so your agents answer with live information and record what they do in the right place.



What ParkPilot can do with each system

System	Reads (looks up)	Writes (records)
Park management system	Real-time availability and pricing Booking status and details Guest records needed for the enquiry	Booking modifications, with staff approval controls Maintenance and housekeeping tasks Notes and activity, with audit logging
CRM	Existing contacts, to avoid duplicates Lead and appointment status	New leads with the full conversation attached Contact updates and viewing appointments Custom fields and workflow triggers, mapped to your setup

What ParkPilot can read and write always depends on what your system's API allows and the permissions you grant. We confirm this with you during onboarding.

IN PRACTICE

Two everyday examples

A family enquires about a lodge on a Tuesday evening

Reception closed hours ago. Here is what happens behind the scenes.

1	The enquiry arrives on WhatsApp, asking about a two-bedroom lodge for half-term.	CHANNEL
2	The Guest Services Agent asks your park management system for live availability and pricing for those dates.	PMS · READ
3	The agent replies within seconds with the options, applying your booking rules and seasonal pricing.	PARKPILOT
4	The guest wants to move an existing booking. Because it is a financial change, it waits for staff approval, as your rules require.	APPROVAL
5	Once approved, the change is written back to your park management system and the guest is confirmed.	PMS · WRITE
6	Every step is recorded with a timestamp, so your team can see exactly what was done and why.	AUDIT LOG

An ownership enquiry comes in at the weekend

1	A repeat holidaymaker asks through the website widget about buying a holiday home.	CHANNEL
2	The Holiday Home Sales Agent qualifies the enquiry: budget, timescale and intent.	PARKPILOT
3	It checks your CRM for an existing contact, so the record isn't duplicated.	CRM · READ
4	A warm lead is created or updated with the full conversation attached, and a park tour is booked.	CRM · WRITE
5	Your sales team picks it up on Monday morning with all the context, ready to follow up.	YOUR TEAM

SECURITY AND CONTROL

Your data, your rules

Connecting software together should never mean losing control of it. These principles apply to every integration we set up.

Least privilege

ParkPilot only asks for the access it needs for the agents you use. Guest data is read-only by default, and you decide which actions can be written back.

Secure credentials

Connections use API credentials or authorised tokens issued for ParkPilot, stored securely and never shared. You can revoke them at any time.

Encrypted end to end

API traffic is protected with TLS 1.3 in transit, and data is encrypted at rest with AES-256 in UK-based, ISO 27001 certified data centres.

Human approval

All financial transactions need explicit staff confirmation, with approval thresholds you can customise.

Full audit trail

Every request and action is logged with a timestamp, searchable by guest, date or action type.

UK GDPR aligned

Only the information needed for each task is processed, with a documented lawful basis and support for data access, correction and deletion requests.

You can switch it off

Because ParkPilot connects through credentials you control, you or your system provider can pause or withdraw its access at any time. Your park management system and CRM carry on working exactly as before.

CERTIFIED SECURITY

ISO 27001
Information security management

Cyber Essentials Plus
UK Government-backed certification

SOC 2 Type II
Security and availability

SETTING UP AN INTEGRATION

From first conversation to connected

Connecting your systems is part of guided onboarding. Once access is in place, systems are typically connected in 1–2 days.

1 Confirm your systems
We identify your park management system and CRM, and check what each one's API supports for reading and writing.

2 Arrange access
You, your system administrator or your provider enable API access for ParkPilot. Some providers need you to request this; we'll tell you exactly what to ask for.

3 Agree permissions
Together we decide what ParkPilot can read, what it can write and which actions need staff approval.

4 Map your data
We match ParkPilot's fields to yours, such as accommodation types, lead sources and custom CRM fields, so information lands in the right place.

5 Test and go live
We test the connection with real scenarios before your agents go live, then monitor closely in the first weeks.

What if my system's API is limited?

Not every system offers the same level of API access. Where a system allows reading but not writing, ParkPilot can still answer enquiries with live information and hand the action to your team with everything they need. We'll be clear during onboarding about what is possible with your setup.

No CRM, or one not built for holiday home sales?
We recommend ParkPilot CRM, our own CRM for holiday park sales offices. It connects to ParkPilot AI directly, so qualified leads flow straight into your pipeline.

REFERENCE

Glossary

Term	What it means
API	Application programming interface: an agreed, secure way for two systems to exchange information.
API key / token	A secure credential that identifies ParkPilot to your system. It can be limited in scope and revoked.
Endpoint	A specific address on an API for one type of request, such as availability or bookings.
Webhook	A notification your system sends to ParkPilot when something changes, such as a new booking.
Field mapping	Matching fields between systems so information lands in the right place.
PMS	Park management system: the software your park uses for bookings, availability, guest records and billing.
Audit log	A timestamped record of every action ParkPilot takes.

Common questions

Do we need to change our software?
No. ParkPilot works alongside your existing park management system and CRM. Nothing is replaced.

Will ParkPilot slow our systems down?
ParkPilot makes small, targeted requests for the information each conversation needs, within the limits your provider sets.

Can ParkPilot make changes without us knowing?
No. Every action is logged, financial changes need staff approval, and you decide what can be written back.

Want to check how ParkPilot would work with your systems?

Phone **07907 992403** Email **info@parkpilot.uk** Demo **www.parkpilot.uk/book-demo**

Third-party system compatibility. ParkPilot AI is an independent software provider. References to third-party systems indicate technical compatibility through standard API connections and do not imply partnership, endorsement, certification, joint venture or official authorisation by named providers. Integration capabilities depend on system configuration, API availability and customer access permissions. All trademarks are the property of their respective owners.

© 2026 ParkPilot. All rights reserved. Registered in England and Wales.