

Meet RocketPass

A mobile experience that connects data from every touchpoint along the customer journey.



In a recent study, companies said their investment in digital customer engagement increased revenue by 70% on average. The best way to engage your customers is with a web app, sending relevant discounts and offers precisely when they're most likely to buy.

State of Customer Engagement Report 2022, Twilio, 2022



Frequently Asked Questions

Who do we expect to use RocketPass?

RocketPass is most effectively used at attractions with a large footprint where guests wander the space on foot and have multiple opportunities for interaction with the attraction (additional events and shows, gift shop, food and beverage, photo, etc.).

The more areas of the business that RocketRez is a part of the deeper the insights will be. For example, someone who has guests scanning their RocketPass for a purchase at the gift shop and the snack bar will collect more valuable data about the customer's journey than someone who is simply using RocketPass to deliver and scan mobile tickets.

Do guests need to download the app from the app store?

The RocketPass app does not need to be downloaded from any app store. Guests will simply click a link in their purchase confirmation email or SMS and be redirected to activate their RocketPass.

How does a guest who hasn't made a booking yet access the RocketPass app?

During the pilot, guests will need to create an order online or with a ticket agent to receive a link to the RocketPass app and access their RocketPass QR code. Later, guests will be able to access the app to make a purchase.

What if the customer doesn't want to set up the RocketPass app and use their RocketPass QR code?

Attraction staff should be trained to educate guests on the benefits of using RocketPass on their mobile device. We would recommend creating special RocketPass only discounts or other incentives to encourage guests to use the app, as well as placing dedicated signage around the park to remind guests of the benefits (skip the line, convenience of paying with card on file, receiving notifications, discounts, etc.)

Staff will be able to print a physical copy of the RocketPass QR code that can be used for admission into the attraction. The printed QR code may also be scanned by the guest to open the RocketPass app at any point if they change their mind!

What happens to tickets?

RocketPass will eventually replace tickets as they are used today. The RocketPass becomes the guest's ticket!

This applies to all other product types as well. Gift cards, memberships, prepaid passes, retail tickets, MultiPass tickets, multileg tickets and photo vouchers will all be redeemed using the same RocketPass QR code instead of separate tickets for each. No more fumbling around for the right barcode to scan!

How does a walk-up customer get checked-in if tickets are not being printed?

A ticket agent prints a physical RocketPass QR code from the Point of Sale that may be scanned at access control. That QR code may also be scanned by the guest on their mobile device to open the RocketPass app at any point.

How does a walk-up customer get their RocketPass from the Point of Sale?

A ticket agent prints a physical RocketPass QR code, and the guest would scan that with their own phone to open the RocketPass app. Once they verify their contact information, they're all set!

We recommend that Attractions train their staff to encourage guests to scan the code and open the app immediately when checking in.

What happens when a guest presents their RocketPass QR code for check-in?

When the pass is scanned using the RocketScan mobile scanner for check-in, the RocketPass QR code will behave like a group ticket and prompt the ticket agent scanning to confirm how many guests from the party have arrived. Any guests who have not arrived yet may be checked-in later.

Can a guest pay with their card on file by scanning a printed RocketPass QR code at the Point of Sale?

No, printed RocketPass QR codes may not be used to pay with card on file. A printed QR code may only be used for admission and to access the RocketPass app on a mobile device. The guest must be in their verified RocketPass screen on their mobile device to access their cards on file.

What happens when a guest presents their RocketPass QR code for payment onsite?

When scanned for payment, the RocketPass QR code will add the passholder as the primary contact on an order and allow staff to select the card on file for payment in the Point of Sale order.

What if the guest does not want to pay with their card on file?

Scanning the RocketPass QR code at every touchpoint is important to track passholder activity and purchases, but a guest may always pay with any other payment method accepted by the Attraction.

Additional Questions?

Reach out to one of our product knowledge experts for answers.

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