SUCCESS STORY

"

Bobbejaanland chooses GANTNER for seamless ticket processing

The complex IT environment in Bobbejaanland was not only a burden for its employees, it also had a negative influence on the customer experience in one of Belgium's most appreciated attraction parks. This is why Bobbejaanland recently chose an integrated GANTNER solution to simplify its ticket processing and access control.

Bobbejaanland: the most pleasant land in Belgium

Bobbejaanland, situated in Lichtaart, Belgium, has been a valued attraction park for many years already. In addition to its 45 attractions, Bobbejaanland – which calls itself 'the most pleasant land' – also organises spectacular shows and entertainment in a nice green scenery.

In 2004, the family park was taken over by the Spanish group Parques Reunidos, one of the biggest international attraction park groups. Since then, Bobbejaanland is part of a group of more than 60 theme parks, spread over various countries in Europe, North America, the Middle East & Australia.

The challenge: complex IT environment

To monitor ticket sales and access control, Bobbejaanland collaborated in recent years with different suppliers. Moreover, the internal IT department of the attraction park also developed the required applications and interfaces itself. In the long term, this led to a very complex IT environment.

"Linking our different solutions with one another became an increasingly difficult task", says Jorn Michiels, ICT coordinator of Bobbejaanland. The interfaces between our different systems didn't always function correctly and maintaining all these systems became very time-consuming."

For our cashiers as well these separate systems – access control, car park management, catering POS, membership service – often meant double, manual work. The different links between these systems encouraged mistakes during ticket processing, which didn't enhance the customer experience either.

The solution: integrated ticketing and access control

"It was clear that we needed a simpler system that would function as a complete solution", says Jorn Michiels. "We evaluated different systems that we thought could help us out, but GANTNER's solution was clearly the most performant one."

GANTNER's complete solution

- Points of sale with Recreatex software for processing ticket sales, memberships and bookings. The points of sale have a user-friendly front-end that could be entirely adapted according to wishes of the employees of Bobbejaanland.
- Payment kiosk for selling car park tickets. When it's crowded visitors can also go to the kiosk, which brings some relief for the cashiers.
- Access control: GANTNER implemented a perfect integration between the Recreatex system and the existing access control system.
- Car park management with database-driven barrier allowing visitors to quickly leave the car park.
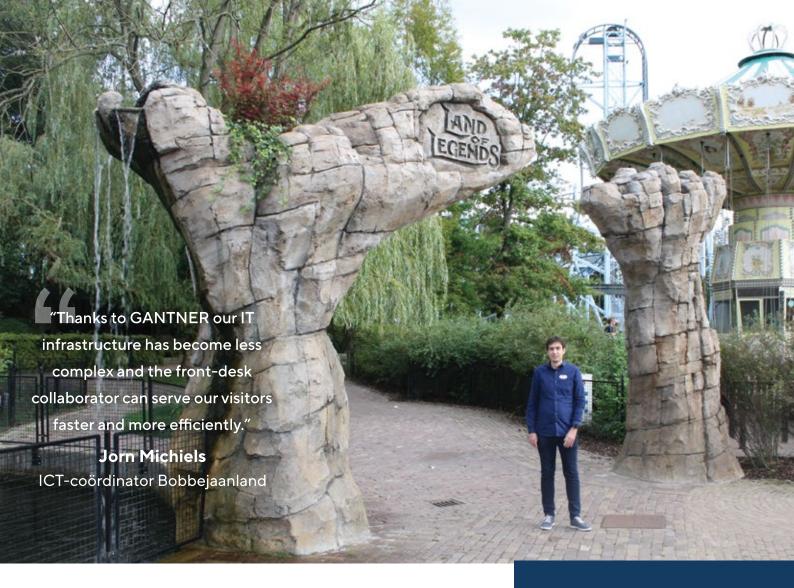

Why GANTNER?

With the integrated GANTNER solutions, Bobbejaanland took a big step forward in simplifying ticket sales and access control. This is not only a blessing for the employees, the visitor also takes advantage of a swift processing and a streamlined experience. Moreover, Bobbejaanland is always sure to rely on fast GANTNER services, close at home.

"Everything is easier than before and we have a better overview of our activities", says Jorn Michiels. "The Recreatex dashboards for ticket and membership processing are very convenient and reporting our results to the main office has never been this simple. It used to be quite a hassle to export relevant information from the system, but with our current Recreatex platform this has become an easy task."

The payment environment can be adapted entirely to the customer's wishes. This was an important advantage for the employees of Bobbejaanland. "The POS menu was completely designed according to the preferences of our different front-desk employees that use the system."

> "Thanks to GANTNER our IT infrastructure has become less complex and the front-desk collaborator can serve our visitors faster and more efficiently."

Jorn Michiels
ICT-coördinator Bobbejaanland

Collaborating with GANTNER

With GANTNER the results are obvious. "GANTNER invited us to ask our existing customers for feedback. This openness gave us a lot of confidence for the future", says Jorn Michiels.

The complete ticketing and access control system was implemented in only three months' time. Despite the short deadline, Bobbejaanland was ready in time for the new season. Especially the implementation of the link with the external access control system in such a short period can be called impressive.

"The transition from different systems to one complete solution is a success. Thanks to GANTNER we were able to simplify our IT structure and the front-desk employees can serve our visitors faster and more efficiently. Mission accomplished."

Contact

Ypres, Belgium
Ter Waarde 50
8900 Ypres
T: +32 57 65 00 32

Houten, the Netherlands
Duwboot 15
3991 CD Houten
T: +31 33 43 284 16

T-O3-010.EN-v1