

*RFID at Amusement Parks*

# INCREASING CUSTOMER ENGAGEMENT



Amusement parks strive to create an experience that will encourage guests to make repeat visits to the park. Major parks are always looking for ways to enhance the guest experience and set themselves apart from the competition. With Disney World as a benchmark for early adoption of RFID, each park works to adapt the experience to best suit their location, services and clientele.

Incorporating RFID is an innovative way to streamline the guest experience and bring added value to the guest, the park and partnering brands. At Connect&GO, we work with amusement parks to create customized RFID strategies for **access**, **payments** and **experiential** that help resolve problematic issues for the park and improve the overall guest experience, which, in turn, leads to greater customer engagement and loyalty.

With extensive experience in RFID deployments at large events, Connect&GO has offered its robust system to clients in a variety of sectors including; amusement parks, multi-day music festivals, major sporting events and others.



*From developing child-friendly RFID activities for amusement centres, to managing access for over 35,000 at popular music festivals; Connect&GO adapts all services to meet each client's specific goals and objectives.*

## ACCESS

RFID wristbands can serve as entrance tickets for the park. Guests may choose to pre-purchase their wristbands and personalize them with specific colours and/or designs. Families or groups can opt for the same colour wristband, making everyone in their group easily identifiable.

Each wristband is registered to a personalized online profile that includes key information about the guest (name, age, email address, emergency contact, etc.). Families can link their wristbands for increased security - if a child gets lost at the park they simply scan their wristband to have their parents notified immediately by SMS. Parents can also be notified when kids scan their wristbands at key locations in the park (e.g.: close to a park exit).

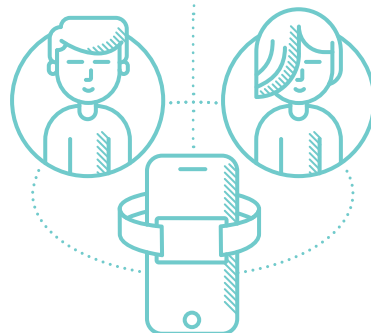
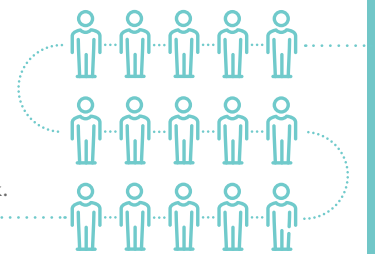
*This method of tracking a child's location offers parents greater peace of mind during family visits to the amusement park.*

Wait times at park entrances are significantly reduced and multi-credential access is available for parks with specific zones (special rides, live shows, etc.) that require an additional ticket purchase. Guests can add to their personal entrance packages at any time and have the new permissions loaded directly onto their wristbands.

Park managers enjoy greater visibility over the entire park, and the access dashboard offers real-time data regarding guest activity at entrances and exits, crowd-capacity in specific zones as well as high-traffic areas. Extremely beneficial for security purposes, this insight into guest behaviour also allows for better overall management of the park.

### KEY BENEFITS

- Increased security: each wristband is linked to a registered profile.
- Park manager has greater visibility over guest activity throughout park.
- Wait times in lines are greatly reduced.

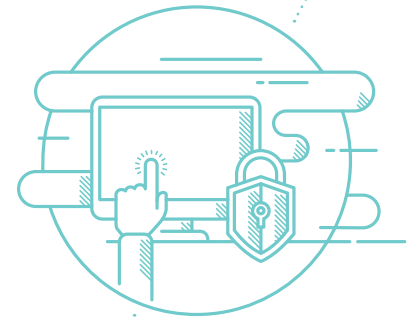


## PAYMENTS

Cashless payment systems simplify on-site transactions for both the customer and the vendor. Guests can link a credit card to their RFID wristband (open-loop) to have each purchase charged directly to that card; or load a fixed amount onto the wristband (closed-loop) to be debited with each purchase made on-site.

Spend-per-head and impulse purchases are generally increased by 30-40% when cashless payment systems are in place. Customers appreciate the ability to make purchases without having their wallet on-hand. Vendors benefit from faster transactions, less chance of theft or error, and more detailed sales tracking.

*The Connect&GO payments platform can be customized to suit the specific needs of each park. Menus can be entered for each on-site vendor and the park manager has real-time visibility over all on-site sales.*



The payments dashboard offers real-time data regarding all sales; and reports can be categorized by vendor, item, time of day, etc. With a better understanding of customer purchasing behaviour, park managers can make informed decisions about which products and brands to feature at their park. Data can be extracted from the dashboard and shared with brand partners as an added value.

### KEY BENEFITS

- Guests enjoy the freedom to make purchases without having their wallet on-hand.
- Spend-per-head and impulse buys are often increased by 30-40% as a result of cashless payment options.
- Consumer purchasing behaviour data is detailed and available in real-time.

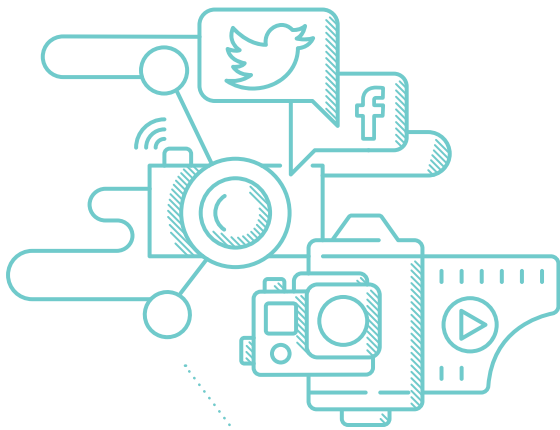


## EXPERIENTIAL

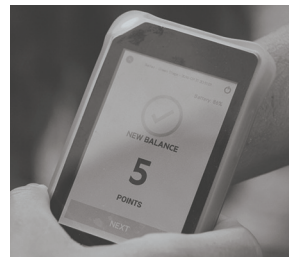
RFID activations can be used to create an enhanced guest experience at amusement parks. Guests scan their wristbands to rent equipment; take memorable photos and videos; participate in fun games and challenges; book rides or tickets for special events, and more.

A point system can be offered to encourage guests to visit all areas of the park and gain points each time they scan at an activation. Points can then be redeemed for prizes, discounts or other incentives. Gamification is an effective way to introduce RFID into the guest experience at amusement parks. Guests are eager to adopt new methods of interacting with park activities when a tangible reward is offered as a bonus. Families and friends connect through the gamified experience, and try to accumulate as many points as possible at each activation.

*Increased engagement leads to greater long-term customer loyalty.*



Partnering brands can use sponsored activations to gain valuable consumer preference data. Photos and videos can be branded and shared instantly on social media, increasing exposure for the partnering brand and solidifying the association between the brand and a fun family activity.



RFID integrations can also link a guest's wristband to their cell phone as well as to the park's platform. This streamlines the guest experience as various communications can be sent directly from the park to the guest via SMS. If a guest books a ride for a certain time, they can receive an SMS 15 minutes before their reservation, allowing them ample time to get to the ride.



Guests enjoy the convenience of using their RFID wristbands to participate in a variety of activities throughout the park including photo kiosks, video stations, interactive games and more. All content created can be shared instantly on social media and saved to the guest's personalized profile. The park gains exposure as well as valuable consumer behaviour data that can be used to generate targeted promotions in the future. After leaving the park, guests check their profiles to view photos and videos captured during their time at the park, extending the experience post-visit. The park can also share newsletters, promotions and special invites throughout the year.

## SUMMARY OF BENEFITS

### For the guest

- Simplified access and payments = **less time waiting** in lines.
- Additional **security** for parents and kids when wristbands are linked.
- An enhanced park experience with souvenir **photos** and **videos** to share instantly on social media.



### For the park

- Access and site capacity can be **tracked and managed** in real-time.
- **Increased spend-per-head** and accurate sales tracking.
- Future **promotions** can be shared with guests.

### For partners

- **Rich, branded content** is shared instantly on social media.
- Consumer **purchasing behaviour data** is accessible.
- Association with a fun family activity reinforces **brand identity**.





*Contact us or visit our website for more information  
on these and other RFID possibilities.*

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**VISIT OUR WEBSITE**

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