



**omnico**

**A SINGLE PLATFORM –  
UNITING DISPARATE SYSTEMS AND FUNCTIONS**

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WHITEPAPER

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# How theme parks, destination resorts and casinos must unite their systems to achieve a seamless experience.

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Today's theme parks, casinos and leisure destinations are built to provide consumers with a complete experience. As well as the attractions, accommodation and shows, it is the food and beverage in cafes, restaurants and snack-food stalls, the retail outlets and merchandise stores that contribute to the overall experience.

The difficulty for brands and operators is often that each element of the experience has a system running on a different software platform. Recording their own individual sets of purchase data, they may offer their own loyalty points that cannot be spent elsewhere, or have unique stock-management systems. This legacy operating model means visitors are faced with multiple touchpoints, various loyalty schemes and a frustrating overall experience.

**The key to providing a seamless, frictionless experience is to unite all disparate systems and technologies together on to a single transaction platform.**

# Why is there demand for a single platform?

Previous research and reports from Omnico have highlighted how guests and visitors want technology to create a unified experience.

When we asked 3,362 visitors what they want from a theme park mobile app, they told us they want a variety of functions, all on a single app.



**56%**

want an app to provide full visibility of queues for food and rides



**51%**

want an interactive map



**48%**

want real-time information and notifications about on-site events and shows



**48%**

want to be able to earn and use loyalty points



**46%**

want to see all menus



**46%**

want to queue virtually for food, restaurant tables and rides



**43%**

want to buy meals and drinks ahead and collect them when ready



**41%**

want to make cashless payments anywhere in the park using the app

**MERLIN DIGITAL REVEALS THAT 77 PER CENT OF PEOPLE NOW PURCHASE ADMISSION TICKETS ON A SMART DEVICE. 1.1 MILLION PEOPLE DOWNLOADED MERLIN APPS IN THE LAST YEAR.\***

\* <https://blooloop.com/merlin-digital-guest-journey/>

The challenge brands face is that there is a plethora of mobile and digital technologies, such as self-service kiosks and mobile point-of-sale tills, all providing access to a variety of different experiences.

While there is call from consumers for technology to solve frustrations like queuing, research indicates that any solution must now perform more than one function.

23% of visitors said they want a mobile app to solve the frustration of having to supply personal details more than once, while far more are happy to receive offers and discounts based on that personal data (75%). In addition, 75% of visitors said they prefer a mobile app to have more

enhanced functionality that could include for example “plan-my-day” via an interactive schedule. A quarter (25%) on the other hand, want an app to provide games for entertainment while waiting in line.

Consumers today are used to a single sign-on, with their personal device often remembering log-in details for future activities. Attending a theme park, casino or leisure destination should be no different. From a returning visitor who expects their personal preferences to be saved, to a new visitor who has provided their information up-front and expects to receive a personalised experience.



## One engine to power them all

Managing a high-volume destination can be very complex, with many systems, data-sources and suppliers. For many it may seem a complex solution to unite disparate systems like a retail point-of-sale and stock management, with the kitchen ordering system for a restaurant or snack-food stall. But at the heart of each customer interaction is a transaction, booking or purchase.

A newly-launched platform from Omnico can even merge ticketing, RFID wristbands, mobile apps, POS and customer engagement solutions (like loyalty programmes and pre-ordered meal deals) across an entire site with restaurants, hotels and attractions.

A platform such as this can deliver online bookings, payment, real-time collation of loyalty points, and access control. Brands and operators can use the data collated to increase efficiency by managing capacity across a site and its various restaurants, updating stock levels across an entire inventory of stores and warehouses. Ultimately, uniting all the customer data under one system can reduce costs and improve return on investment.

**This platform simplifies the overall complexity by enabling management of all software modules from one dashboard.**

# Big data gets bigger

Another key benefit is the power of the data behind all these unique interactions. By analysing data from each purchase or booking, a single platform can provide real-time insights into customer behaviour online and across the site / sites. How brands use that data can form a powerful new revenue stream. For example, by sending product recommendations and loyalty rewards to visitors at a location indicating a lower-level capacity at a nearby restaurant, as opposed to the one they had already booked. Not only does this ensure guests purchase food and beverage at the restaurant because they haven't been put off by a long queue, it also reduces waste and enhances the visitor experience.

This platform delivers a 360-degree view of customers, enabling a personalised experience that begins before visitors arrive and continues after they have gone home.

This is becoming further enhanced by artificial intelligence (AI) with Deloitte touting the technology as “the new electricity” and “the power behind many emerging technology platforms”. It will be used for personalised results, pricing and big data techniques.



# Loyalty from the first turnstile

While customer loyalty is a fundamental aspect of a theme park or resort visit, it can sometimes be overlooked from a ticketing perspective. Currently, the focus has been on rewarding a guest because of their retail purchase, food pre-order or spa booking. But even walking through the first ticket entry should be a rewarding experience, even more so if they have a season ticket.

With a single platform uniting ticket-booking and purchasing with other activity, the loyalty from each interaction is not forgotten and can be collated and added to, for spending at a later date.



# Conclusion

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Visitors are looking for the very best experience. They know they will achieve a thrill-seeking experience from the rides, gaming and activities, but they want to know that the package also includes their retail purchasing, and food and beverage consumption. At each technology touchpoint

they use they want to be remembered, recognised and rewarded. Uniting this via a single transaction platform, across retail and hospitality systems provides the enhanced experience demanded by today's consumers.

## The three key points of a unified platform:



Brands should provide a seamless guest journey



Personalise all journeys through the use of data



Make each journey connected through relevant and user-friendly technology



Contact Omnico at [enquiries@omnicogroup.com](mailto:enquiries@omnicogroup.com)