



LEADING
U.S. AMUSEMENT PARK
OPERATOR

Digital transformation enables
more effective and efficient customer engagement

THE COMPANY

Our client is a leading operator of amusement and recreational venues in the US, including the two largest **waterparks in Utah**. They strive to create wholesome fun for all ages all year long! In addition, the company **provides ticketing services** and solutions for local entertainment and sporting events.

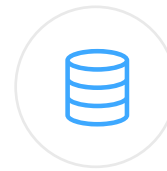


THE CHALLENGE

Our Digital Transformation Assessment revealed significant gaps in the early stages of the customer journey (attract, engage, sell):



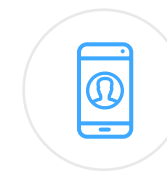
High complexity in the legacy ecommerce workflow, including managing season passes and content updates



Lack of bi-directional communications between the various databases (e.g. Gate Master and ecommerce system)



Hard-to-use content management system, undermining user experience and adoption



Inability to support an increasingly mobile workforce via multi-channel user access (online, mobile)

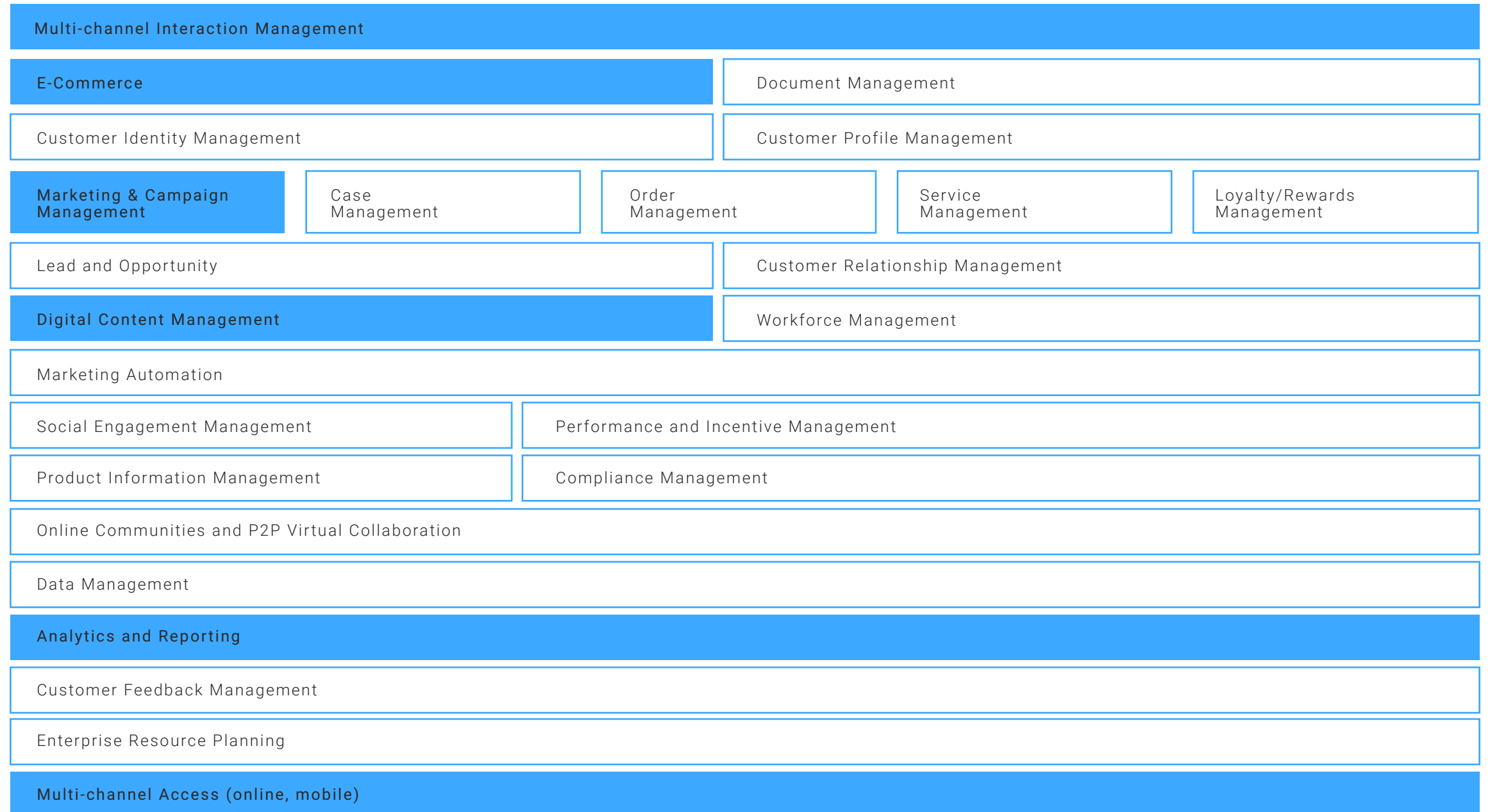


Enabled Customer Journey Stages

■ IN SCOPE



Enabled Digital Capabilities



THE SOLUTIONS

(continued)

Key features of our solution include:

Powerful **ecommerce** and **CMS system** enabling our client to create an attractive and **user-friendly experience**

Streamlined CMS so that the non- technical can easily maintain websites

Simplified **ecommerce workflow** allowing users to sign up for season passes, renew passes and avail other benefits

Seamless integration with different databases ensuring effective bi-directional communication



THE RESULT

Compunnel Digital transformed the legacy ecommerce and content management systems into a cloud-based digital platform enabling users to collaboratively create, edit and manage content for different venues. In addition, the digital management platform enabled the delivery of uninterrupted and consistent customer experience via seamless integration of the underlying modules and 24x7 accessibility to digital channels.

35% increase in utilization of digital channels due to online/mobile accessibility

Simplified and streamlined flow of information among **systems and databases**

15% increase in Marketing campaign ROI (via ability to adjust content to different customer segments)

Simpler and responsive UI resulted in **35-40%** increase in user experience satisfaction



ABOUT **COMPUNNEL DIGITAL**

For more than 25 years, Compunnel Digital has have made it simple for companies to navigate complex digital worlds. We optimize your digital customer experience, unlock the potential within your organization, and strategically leverage technology to accelerate the pace of your digital transformation, and measurably deliver on your business goals.




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