



Organizational Profile:

Multi-day Resort

- 5 magical lands
- Over 50 rides and attractions
- Each property has a waterpark, arcades, spas, restaurants, family and children's activities



Challenges:

To Consistently Delight Guests and Retain Staff

- Solve staffing challenges with greater coverage and ease of use
- Streamline guest service with self-service ordering and pick-up
- Improve sales visibility across outlets and venues



Solutions Deployed:

- InfoGenesis POS, IG Kiosk, IG OnDemand, IG KDS



Results – Initial IG Kiosk Deployment:

- **Transactions increased by 16%** following the deployment of self-service kiosks, with 54% of all transactions completed at these kiosks year-over-year.
- **Per capita revenue increased by 4%** year-over-year due to higher transaction values from self-service kiosks compared to standard POS systems.
- **Upsell revenue increased by 19%** year-over-year as the IG Kiosk efficiently displays product selections.
- The overall **guest journey time was reduced by 1.5 minutes** when comparing self-service kiosks to standard POS systems.