



Organizational Profile:

Chain of Indoor Water Parks

- 6,000 employees
- 20 properties
- Each property has a waterpark, arcades, spas, restaurants, family and children's activities



Challenges:

To Consistently Delight Guests and Retain Staff

- Deliver technology solutions that let operators get out from behind fixed stations and have direct interaction with guests
- Solve staffing hurdles with easier system navigation and usability
- Enhance revenue by leveraging well-known human behaviors and give guests the solutions that they are comfortable with including more options for 24-hour dining



Solutions Deployed:

- **InfoGenesis POS, IG OnDemand, IG Kiosk, IG Flex, IG Quick Pay, IG KDS, Analyze, Pay**



Results:

- **27%** increased sales on self-service vs a standard service model
- **27%-30%** higher check totals
- **60%** increase in revenue at outlets
- Went from **8 business days to 2 business days** for agent training

