

Eco Park Guided APP

FTNWS proposed an external location plug in to existing New Town, HIDCO APP to deploy an outdoor environment. Eco Park is a combination of indoor/outdoor environments and offers an ideal location for the deployment of E ZAPP to track both smart phones and mobile tags.



queue length & speed at every attraction and guides the visitors along a path with minimal queuing time.



Tags with **embedded NFC / Smart phone** can be used as e-Tickets. Tags in **wristbands** can be shipped to the visitor after online purchase, enabling smooth entry, avoiding the entry queues.



E ZAPP gives you real-time info on the **whereabouts** of your children so you can relax and enjoy the Theme Park.



E ZAPP Tags can be used as mobile **panic buttons** to alert other staff and get them to the right place before the situation escalates.



E ZAPP helps you to find the equipment that needs maintenance. E ZAPP monitors the usage of the assets as well as prevents thefts.

Take the tired out of Eco Parks with better guided, better informed, more enriched visitors

With a Smartphone application powered by E ZAPP

- Ensure your visitors never get lost again, improving visitor comfort, satisfaction and return rate
- Enhance the visitor experience and your image, serving them with real-time, rich, contextual information based on their location, anywhere in your venue
- Increase visitor footfall to revenue sources such as shops, dining options and special events or exhibits with geo-located, profile driven couponing
- Reduce operating costs and go green, replacing heavy, limited capacity equipment and paper
- Optimize your venue management and increase earnings per square foot thanks to never before available anonymous analytics about visitor behavior and flow

Just a few of our indoor positioning enabled visitor services:

- An interactive map and turn-by-turn guidance to anywhere in your venue
- Practical real-time information about opening and closing hours, entrance fees, special events, estimated visit times
- Enriched, multi-media real-time content relevant to where visitors are and what they are looking at any moment
- Tailor-made pre-planned itineraries based on visitor interests
- Age-specific content adapted to the visitor's individual tastes and interests
- Geo-located games
- Social networking check-in allowing visitors to connect with family and friends (No more wondering where the kids/husband/girlfriend/buddies have gone...)
- Post-visit history of earmarked favorite attractions or exhibits...

ANALYTICS WITH E ZAPP

OBJECTIVE

Proposal of Analytical solutions : Customer Insights for better Campaign Management in Amusement Parks

APPROACH

Through E ZAPP the following data fields can be captured -

Data Capture

- User Profile
- User No of Visit
- Time Spent in any location
- Travelling Path
- Any other event registration info

ANALYTICAL INSIGHTS & SOLUTIONS

- **User Profile**

1. Through User Profile, a segmentation exercise of the customer base can help the park understand the profile of the visitors
2. It is possible to provide an insights reporting for average age group , locations etc. of the visitors

Business significance

1. Discounts & promotions can be implemented according to customer profiles and targeted approach can be introduced for various campaigns/promotional activities to reduce cost and maximise responses

- **User No of Visit**

1. Can capture which rides and other amusement stalls have the highest no of customer visits.
2. Which rides and stalls are being utilized according to gender and age group.

Business significance

1. An insight of which products of the park are most popular/in demand and amongst which age group/profiles so the management can have appropriate offers on those products
2. The management can also invest based on what is working/not working within the premises

- **Time Spent in Any location**

1. Can capture which locations which have the highest footfall.
2. Can do a segmentation which can gather reports on which age group spends more time on which location.

Business significance

1. Business Management can give more importance to the places where footfalls are more and some more beautification to that places.
2. Management can make an assessment to better the number of footfalls in the lesser time spent places by the visitors.

- **Other plans from the data**

1. Company sponsors in an event
2. Stalls/Kiosks which have higher and lower footfall

Business significance

1. On basis of these reports, segmentation can be done on the more popular items in an event and insights can be achieved about which stalls and sponsors are gathering most footfalls so contract can be implemented on those terms by the management with the sponsors

- **Customer feedback/satisfaction**

If customer feedback survey data is available on rides, food, ambience etc. is available we can create a rating score on overall customer satisfaction and improvement areas