



Connecting guest and ski resort

 ENGLISH

AXESS

Axess CONNECT

Connecting the interests of guest and ski resort

With Axess **CONNECT** a ski resort operator has a state of the art marketing tool for the age of smart communication. The information center of modern people is their smartphone and there is hardly an area of every-

day life that is not directly or indirectly connected to digital technologies. The same applies to ski areas, digital tools have become indispensable in many ski resorts. From ordering tickets to providing information to gamifi-

cation and social media - **CONNECT** brings these features to everyone. Axess offers an individually configurable complete package and not just interfaces to external solutions.

Axess CONNECT.APP

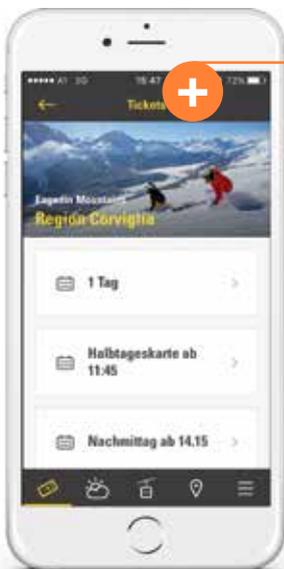
The interface to the guest

Ski guests receive all information about a ski area via the Axess **CONNECT.APP**. The weather, Restaurants, events, offers and ticket information can be called up on a smartphone. The app users can also react directly to these offers, buy tickets and communicate their experiences on social media channels.

This opens up new opportunities for efficient marketing and direct communication between guests and ski area operators. Customer profiles allow to forward individual offers, guests can design individual leisure programs tailored to their personal preferences. Via push notifications, communication is direct and very personal.

Features

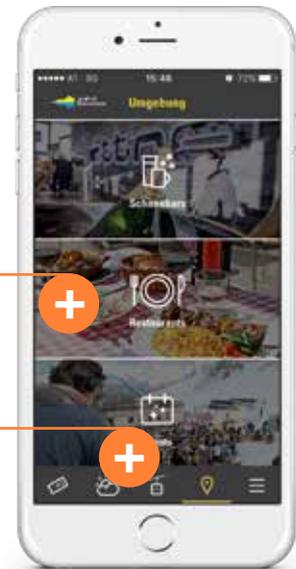
- › Online ticket shop
- › Slope maps
- › Lift status indicators
- › Event calendar
- › Weather
- › Social Media
- › Offers
- › Hotel and Restaurant overview



Mobile in-app ticket shop
Mobile tickets (QR-Code, voucher) and ticket reload with WTP number

Events & social media
Restaurants, Bars, Events and offers in the ski area

Ski area info service
Weather, slopes, lifts and geoinformation



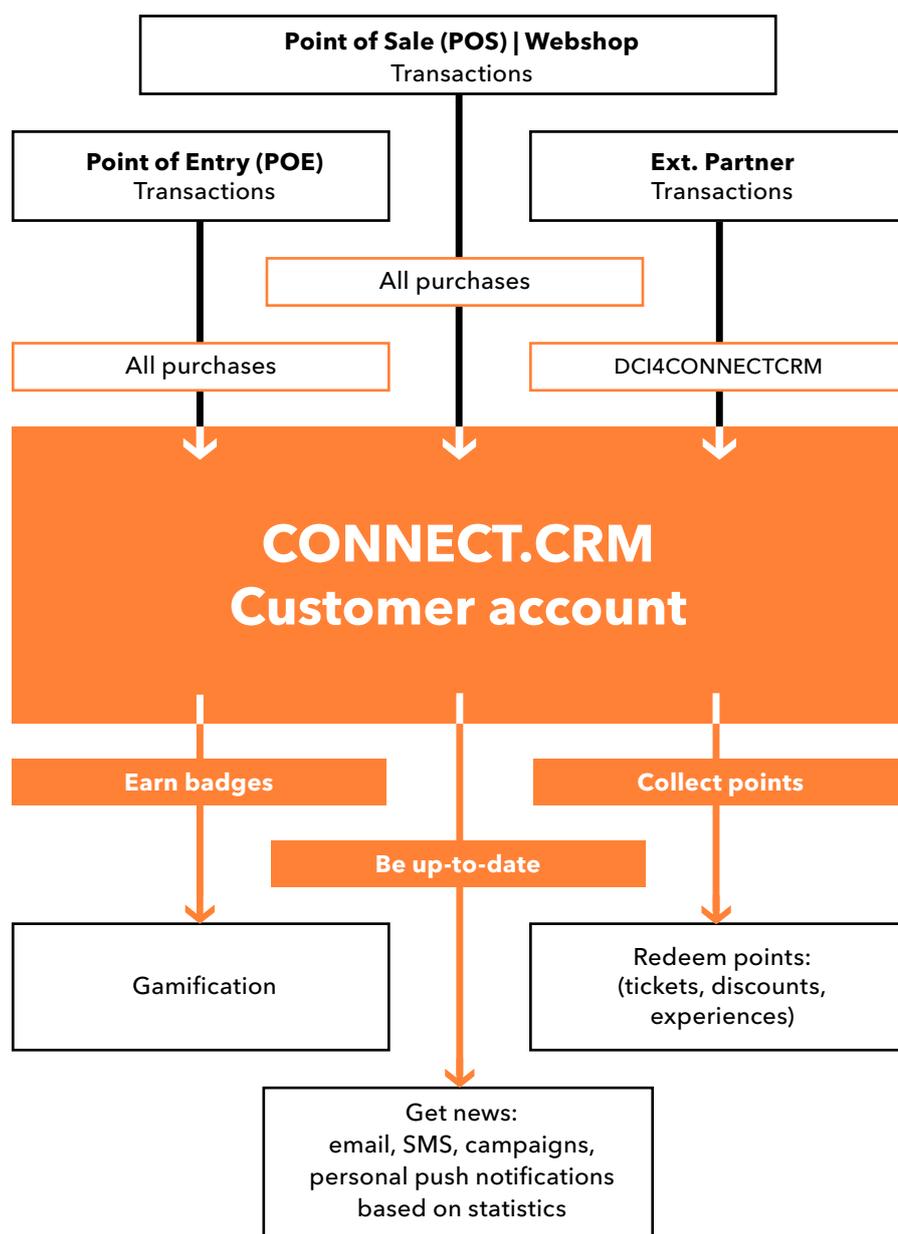
Axess CONNECT.CRM

Customer Relationship Management easy made

When a guest of a ski resort is happy, positive customer relations are created. Only when the operator knows what the guest wants and needs, the best possible service can be offered. Personal data is a key factor. Axess **CONNECT.CRM** assists in the consistent collection and analysis of this information. Partner companies can also be integrated into the program through a separate interface. All data is captured in a customer account

and provides information about the guest's habits and preferences. Individual offers can be defined and marketing measures can be focused on them. With its bonus point and rewards program, **CONNECT.CRM** offers the ideal motivation for the guests to return and thus creates the foundation for long-lasting, successful relation. Conversely, the generated data also provides a basis to continue improving the product range. Que-

rying periods, buying behavior and specific personal data takes place centrally. After reporting, news can be sent to guests directly via SMS or email using the integrated, user-friendly newsletter tool. In addition to the marketing newsletter, Axess **CONNECT.CRM** also offers customer loyalty through gamification. Here, a level-based success system is used, which encourages the interaction with guests.



Features

- › Creation of individual offers and focused communication via email, SMS and push notifications
- › Integration of partner companies for expanded data collection and increased customer value
- › Definition of individual rules for collecting and redeeming bonus points and rewards
- › Connection of accounts for families/groups
- › Structured collection and analysis of customer data in compliance with GDPR
- › Evaluations and statistics at a glance

Axess RESORT.RENTAL

For fast and convenient rentals

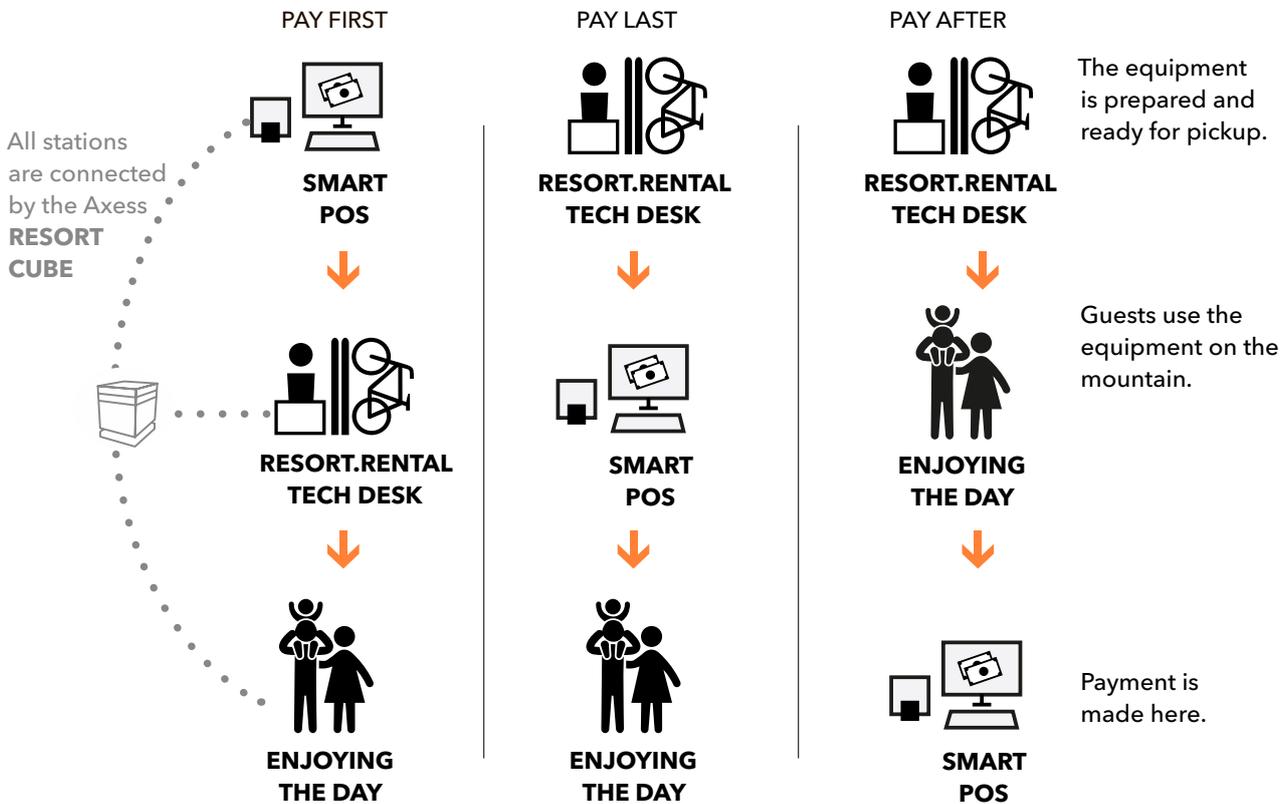
Axess **RESORT.RENTAL** is the flexible rental solution for sports equipment of a ski resort. It scores with its modular concept, is part of the Axess **RESORT SOLUTIONS** family and can be tailored to the needs of the business. Integrated data captured in the Axess **DATACENTER** is the key to a fast rental process with secure and standardized service. The result is a perfect support for the customers plus simple and efficient organization

of all administrative processes. The guest data management, recording and processing of rental orders are carried out centrally and offer a runtime optimization for both individual and group rentals. Customers have the option to select their equipment in the self-service webshop, via the **RESORT.RENTAL CHECK IN PANEL** or with the help of the staff at the **RESORT.RENTAL TECH DESK**. Guests receive the

booked equipment quickly and conveniently. In addition to sports equipment rentals, **RESORT.RENTAL** also permits the integration of retail sales from the shop. They can be entered and charged either at the Axess **SMART POS** or at the **TECH DESK**. Detailed reporting, statistics and easy-to-read revenue sheets take the load off the operational management and give all the figures needed with just a few clicks.



Guests can check in and reserve their equipment via the **RESORT.RENTAL CHECK IN PANEL** or online

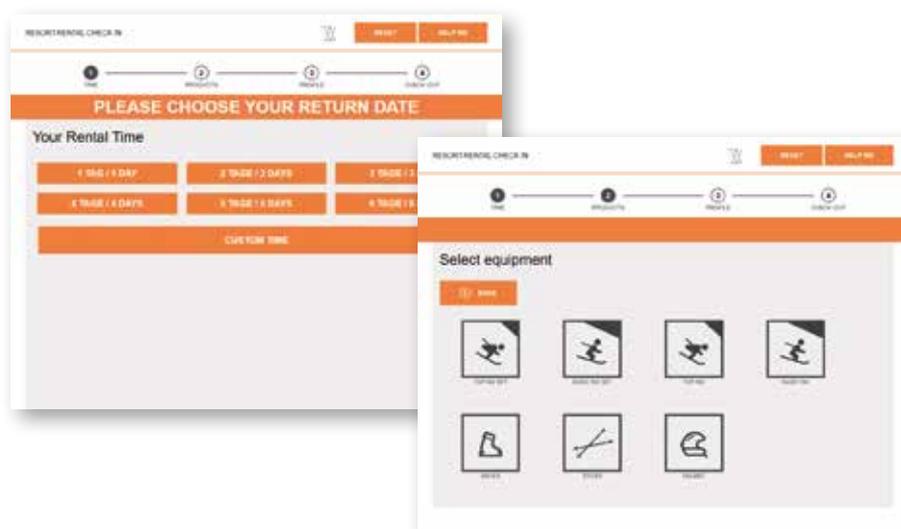


RESORT.RENTAL CHECK IN PANEL

Speeding up the rental process

The Axess **RESORT.RENTAL CHECK IN PANEL** is a digital self-service tool that stores all customers' data and preferences in advance. This speeds up the registration process and pro-

vides all customer data needed for further services. Axess **RESORT.RENTAL CHECK IN PANEL** can also be integrated in third party systems.



Features

- › Rental function - issuance, exchange and return
- › Check-out function with touch screen
- › Integration of Head BYS
- › Group and family administration
- › Optional: secure document capture with ID reader
- › Interface solutions for third party providers
- › Unrestricted offline mode
- › Payment features:
 - › Pay last / Pay first / Pay after
- › Detailed reporting and statistics
- › Clear sales- and payment lists

SMART POS

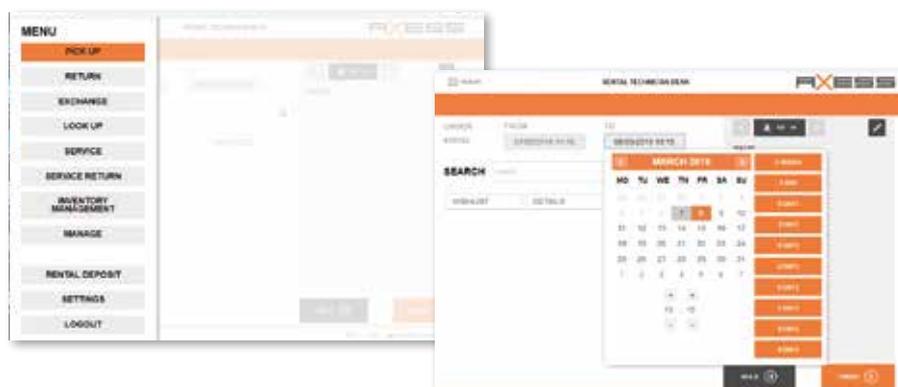
Axess **SMART POS** is the perfect POS system for **RESORT.RENTAL** and guarantees extremely fast ticket issue combined with equipment or locker rental. With Axess **SMART POS TOUCH** the point of sale becomes mobile.

RESORT.RENTAL TECH DESK

The Axess **RESORT.RENTAL TECH DESK** receives all the data from the **RESORT.RENTAL CHECK IN PANEL** in real time. This enables the team to prepare the equipment in the shortest possible time. Equipment exchanges and returns are also handled here.

RESORT.RENTAL MOBILE

The Axess **HANDHELD 600** gives a perfect overview of all available and issued items and enables fast and easy exchange of skis, poles, boots, etc. It also allows to organize all merchandise in the shop via the mobile device.



Axess RESORT.LOCKER

Booking made easy - the ticket is the locker key

Thanks to the central Axess **DATACENTER**, guests can book a personal locker when purchasing a ticket. This ticket also serves the key for the locker. With the help of the Axess **SERVICE PANEL**, lockers can be managed and changed or authorizations added. A variety of tools is available to manage the lockers.

BUY

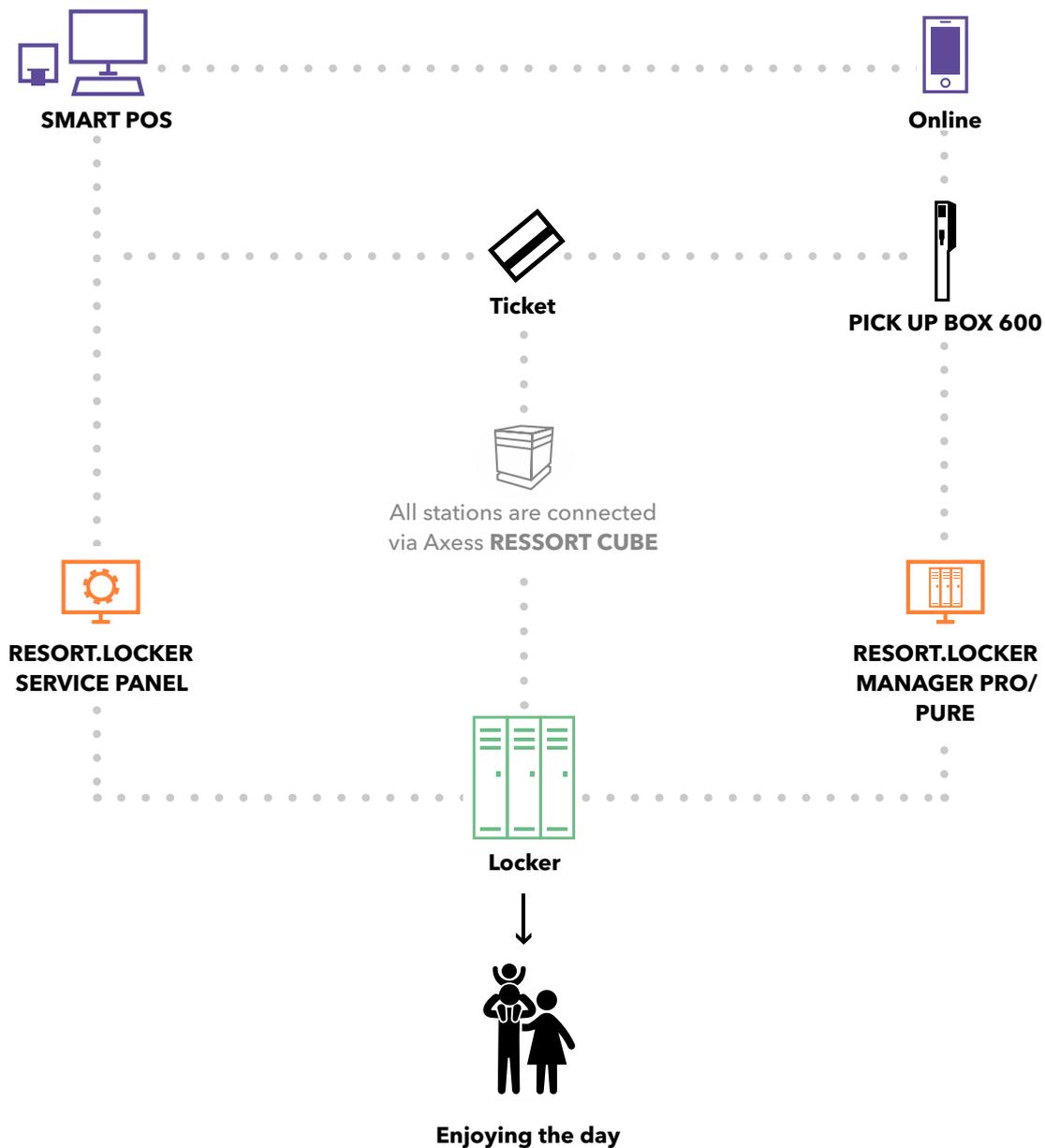
Guests buy and pay a ticket online or at the Axess **SMART POS** and receive it directly at the cash register or print it at the Axess **PICK UP BOX 600**.

→ MANAGE

The locker can be managed with the **RESORT.LOCKER MANAGER PRO** or **PURE**. The guest also has the option of changing settings on the **SERVICE PANEL** himself.

→ USE

The ticket is the key to the locker. The locker can be opened or closed with it.





Axess
RESORT.LOCKER PRO

Makes it possible to book and adjust authorizations in a short time. The software is fully integrated into the Axess **RESORT SMART.POS**.



Axess
RESORT.LOCKER PURE

With Axess **RESORT.LOCKER PURE** external partners have a basic application available. This stand-alone product enables integration for hotel receptions, rentals, etc.



Axess
RESORT.LOCKER SERVICE PANEL

With the Axess **RESORT.LOCKER SERVICE PANEL** guests can carry out functions independently. E.g. show locker, change authorization for another guest or locker.

Features

- › Booking via Axess **CONNECT.APP**, Axess **SMART.POS**, a standalone system or online.
- › Book one or more lockers;
Assign multiple tickets to a locker;
Simple change of the locker
- › Central configuration of the systems; Login via web browser
- › Offline operation without restrictions
- › Online monitoring of the lockers



Axess RESORT.LESSONS

Ski school management of today

Axess **RESORT.LESSONS** offers easy integration of the ski school into the Axess **RESORT SOLUTIONS** family. The convenient time management suggests free time slots during the booking and shows the status of the available ski instructors. The booking of the ski instructor or the ski course can be made at an Axess **SMART POS** on site or online by the guest. With just a few clicks, personal ski lessons can be selected and booked. After

completing the online booking, the guest will receive a confirmation email. The operator has the option to manage the ski instructor management directly from **RESORT.LESSONS**. This includes the reservations, the billing and the rating ranking. In private ski lessons there is also the possibility to communicate with the ski instructor via the instant messaging function and to provide him with all guest-relevant information.

Features

- › Easy to use bookings
- › Timeslot management
- › Group bookings
- › Reports
- › Customer feedback funktion
- › Push messages for guests and instructors

The image displays the Axess RESORT.LESSONS booking interface. The top section shows a calendar view for September 2018, with various lesson slots highlighted in different colors. The bottom section shows a detailed booking form with filters for activity, category, time slot, number of guests, lesson type, difficulty, spoken language, and options. A search button is visible at the bottom right.

LESSON DATE < October 2018 >

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

ACTIVITY

CATEGORY

TIME SLOT **AM** **PM** **EVG**

NUMBER OF GUEST Children(2-9) 0 - Adults(20+) 0 -

LESSON TYPE

DIFFICULTY

SPOKEN LANGUAGE **EN** **FR** **SP** **RU**

OPTIONS **LOCKER** **RENTAL** **EDIT MEETING POINT**

CLEAR **SEARCH FOR MATCHES**

Axess RESORT.CHARGE

The smart value card

Axess **RESORT.CHARGE** offers the possibility to pay cashless within the ski resort. The amount is not booked directly to the card, but is instead deposited in the customer's account.

Recharging is possible at the Axess **SMART.POS** or online with the WTP number of the ski ticket. Also multiple

users, such as friends or family members can use **RESORT.CHARGE**. They are simply added to the account. The overview of the transactions takes place after login. Payment providers and third-party providers of POS systems are connected via an interface and thus offer a complete solution.

Features

- › Value card for cashless payments
- › Secure against loss or theft
- › Various users possible e.g. family members
- › Easy recharge via **SMART POS** or online
- › Reporting and overview



Credit

Visible for the guest immediately after logging in

Personal customer account

Linked with the WTP number of the tickets



Gift Card & Voucher
With personal message

Axess PARKING

Integration of parking management - ENTRY

Entering the parking lot or parking garage should be a quick process. The parking management convinces with the fast ticket issue and a quick opening process of only 1.3 seconds. The solid and weatherproof gate is suitable for both indoor and outdoor applications. 2,500 barcode tickets can be printed with one single roll, keeping the maintenance interval

short. Regular parking guests and long-term parkers can drive in even more easily using RFID cards or license plate recognition. The park management is integrated in the access solution of the ski area or the mountain region and can be operated centrally. Management is combined with parking, plus it is easy to use for the team and guests.

Features

- › Easy entry within 1,3 seconds
- › Brake-optimized barrier
- › Optional: license plate recognition and credit card function
- › Online and offline mode
- › Call button and intercom
- › Optical support



Axess PARKING

Parking management made easy - EXIT

With the state-of-the-art ticket columns and parking barriers from Axess, long waiting times are a thing of the past. Before departure, the amount is paid directly at the Axess **TICKET KIOSK 600** by card or cash. With the extended version it is also

possible to pay directly with a credit card at the ticket column. The amount to be paid is debited directly and the parking lot can be left quickly and easily. For park guests who come regularly or long-term parkers, there is also the possibility of license plate

recognition. The license plate previously registered is recognized by a camera, the boom opens automatically. The amount is debited directly from the credit card or long-term parking card, making this one of the best time-saving options.





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