Axess
WEBSTORE

AXESS
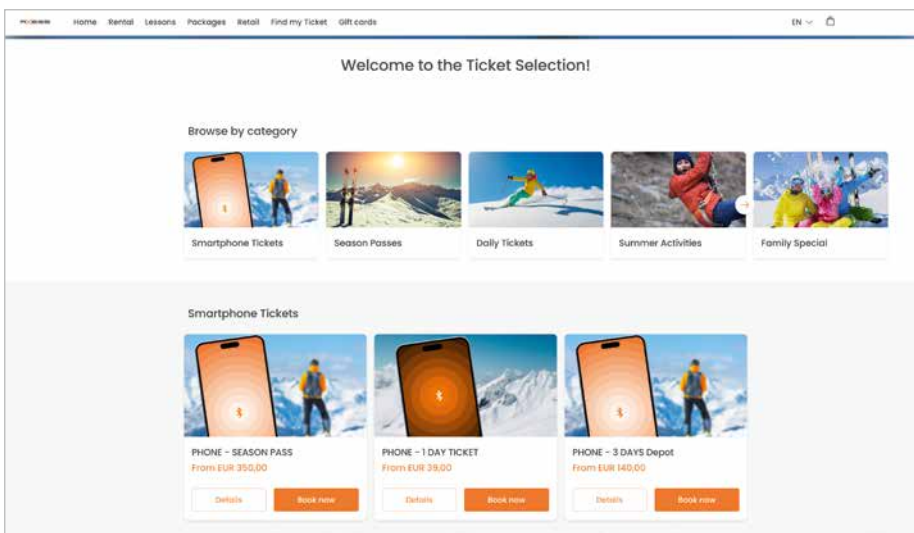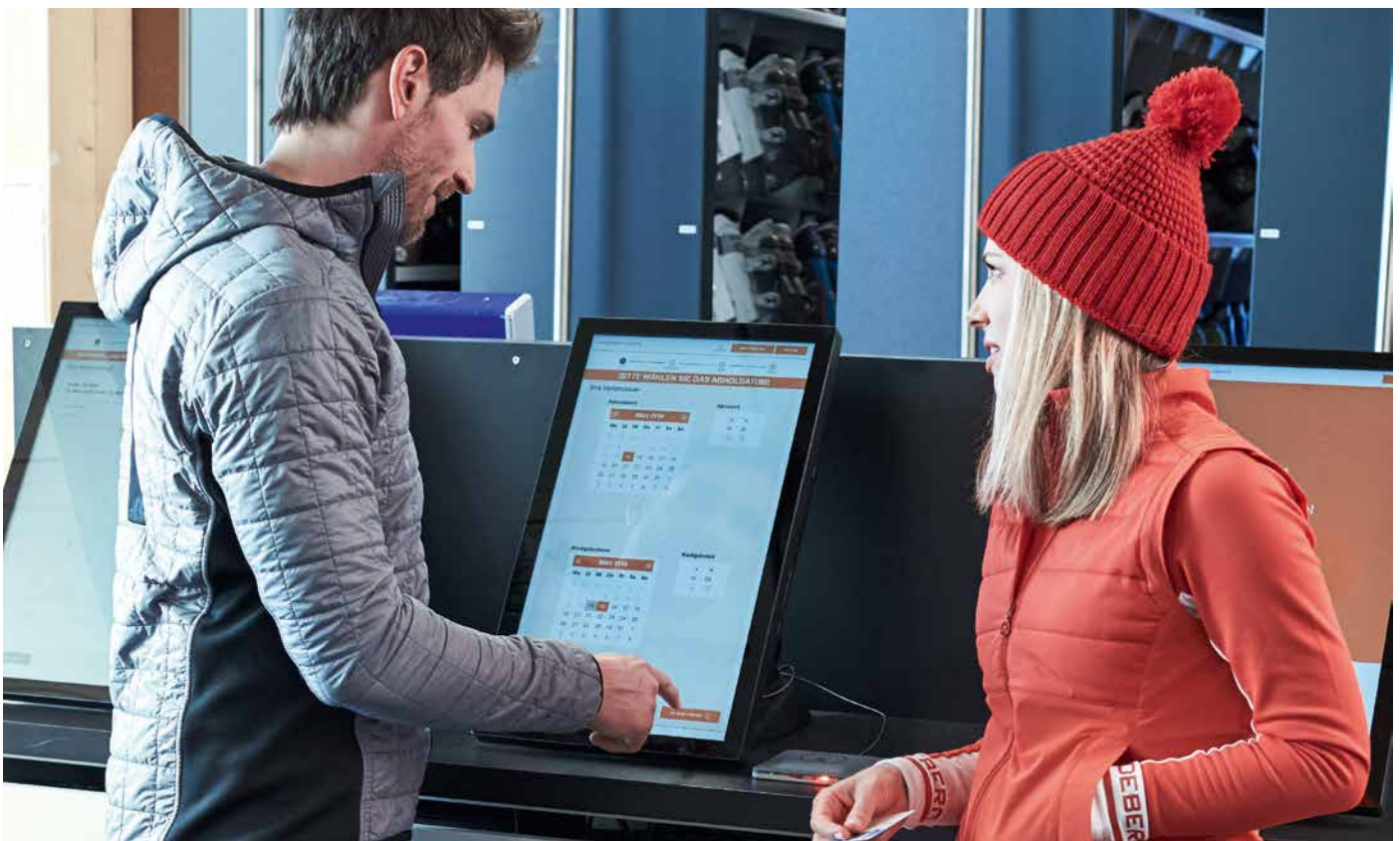
Axess WEBSTORE
Overview

Long queues at the POS not only take the patience of the guests, but also occupy human resources of the operator. That's why more and more online ticket sales are popular. The **Axess WEBSTORE** provides a modern online ticketing system for the B2C market. The surface of the **WEBSTORE** comforts the guest with clear and intuitive steps while using: Sale of tickets and services, rental of lockers, booking of sports equipment, parking and more. The **WEBSTORE** offers the guest to book and manage all services in connection with a ski-day.

In short

› Axess **WEBSTORE** integrated into the operator's website

› Pre-estimating the number of guests depending on the sold tickets via **WEBSTORE**

› Booking of Locker Lessons and equipment

› Axess **RESORT.CHARGE** turns Smart Cards into wallets

› Gift-Cards

› Status of remaining value

› Online Cancellation

› Customer loyalty program for registered guests: my tickets, my points, my activities, etc.

› Shorter queues at the POS

› Common payment methods: PayPal, credit card, EasyPay, etc.

› Optional: Axess **SMART PRICING**

Axess WEBSTORE
Features

ONLINE CANCELLATIONS

Guests can easily cancel their tickets in compliance or your cancellation policy. The refund is done back onto the credit card in a frictionless way, saving both trouble and effort at customer care points.

GIFTCARDS

can be purchased and redeemed later on at Axess **WEBSTORE**.

THANKS TO CONNECT.CRM

guests can check their activity and as well as ski tracking in a visual way. They can earn and redeem points, win badges and improve their membership status.

BOOKING

of rental equipment, lockers and lessons in the same step as bokking the ticket.

CHECK THE STATUS

guests can check their activity and as well as ski tracking in a visual way. They can earn and redeem points, win badges and improve their membership status.

RESORT.CHARGE

turns the Smart Card into a wallet and avoids cash handling at the slopes. Just load money into the account in a regular sales transaction. Convenient for both operators and guests.
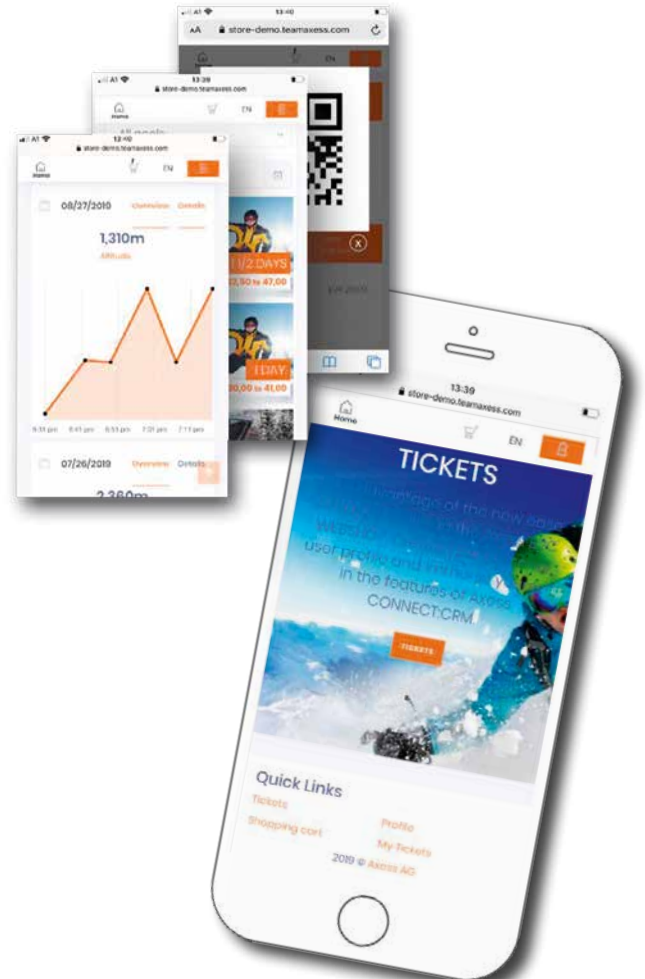
Axess WEBSTORE
Features

TECHNICAL REQUIREMENTS

The only requirements on the client site are a standard internet browser and an internet connection. Connected to the **DATACENTER** of the system operator, the guest can buy a ticket online via the **WEBSTORE**. The central **DATACENTER** contains the database and an application server for data management and SOAP services such as **DCI4WTP**. The **DATA-CENTER** can be set up within the area of application of the system operator. On request it will be hosted and maintained by Axess in the form of the **DATACEN-TER** service.

INTEGRATION OF THE WEBSTORE INTO THE COMPANY WEBSITE

Of course, the Axess **WEBSTORE** can also be integrated into the company website and adapted to the according CI. The adaptation and technical integration is part of the order and processed in accordance with the agreements in the purchase contract. Languages can be individually selected.

PLANNING AND DESIGN OF THE WEBSTORE

Axess is happy to help with the adaptation and design of the **WEBSTORE** on the individual company website:

› Background and company logo according to Corporate Design

› Customized layout

› User interface languages

PLANNING THE PRODUCT VARIETY

Any number of tariffs can be offered in the **WEBSTORE**. Nevertheless, the number of tickets, articles and packages offered can be filtered to easily find the most common products. This keeps the **WEBSTORE** clear and easy to use for the guest.
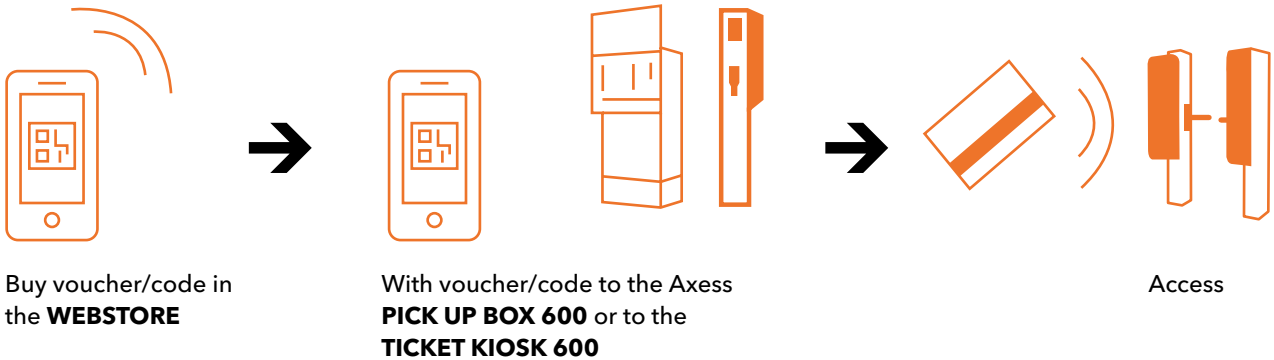
Axess WEBSTORE
Tickets

Various tickets can conveniently and easily be bought online in the Axess **WEBSTORE**. Tariffs can be selected and the desired QR-Code serves for a fast pick-up of the ticket at the cash desk, the **P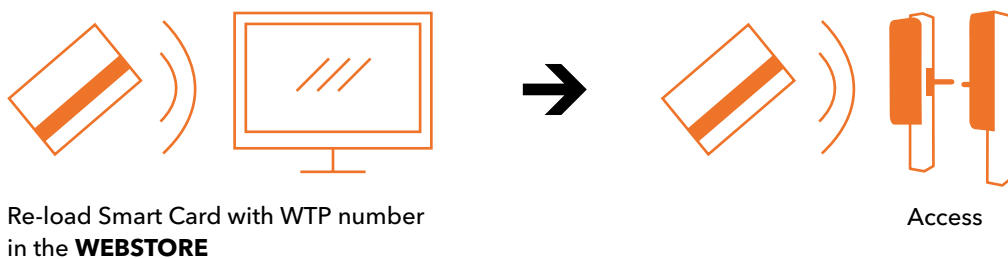ICK UP BOX 600** or the **Axess TICKET KIOSK 600** upon the guests arrival. Print@home tickets can be downloaded for direct access at the gate. WTP tickets can be loaded at home and are activated directly at the gate. This means no waiting time for the guest at the POS and less human resources are required. Payment modalities work via the usual channels like Pay-Pal, credit card, EasyPay, etc. The personalization of tickets, like season passes or adding of family members and uploading a requested photo or document such as a student ID, is easy to handle.
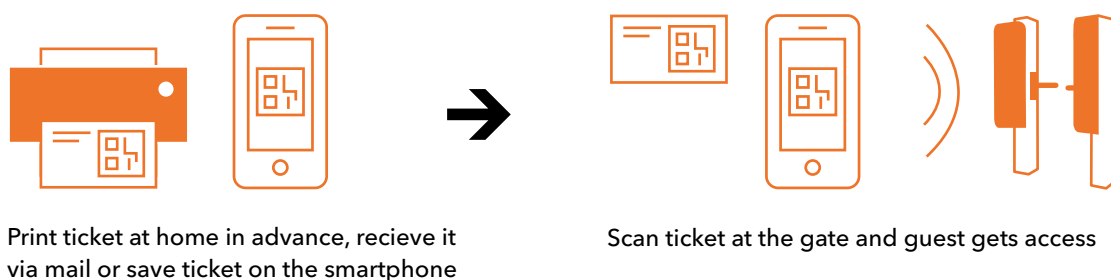
Via voucher on smartphone

Buy voucher/code in the **WEBSTORE**

With voucher/code to the Axess **PICK UP BOX 600** or to the **TICKET KIOSK 600**

Access

Ticket with WTP number

Re-load Smart Card with WTP number in the **WEBSTORE**

Access

Print@home tickets

Print ticket at home in advance, recieve it via mail or save ticket on the smartphone

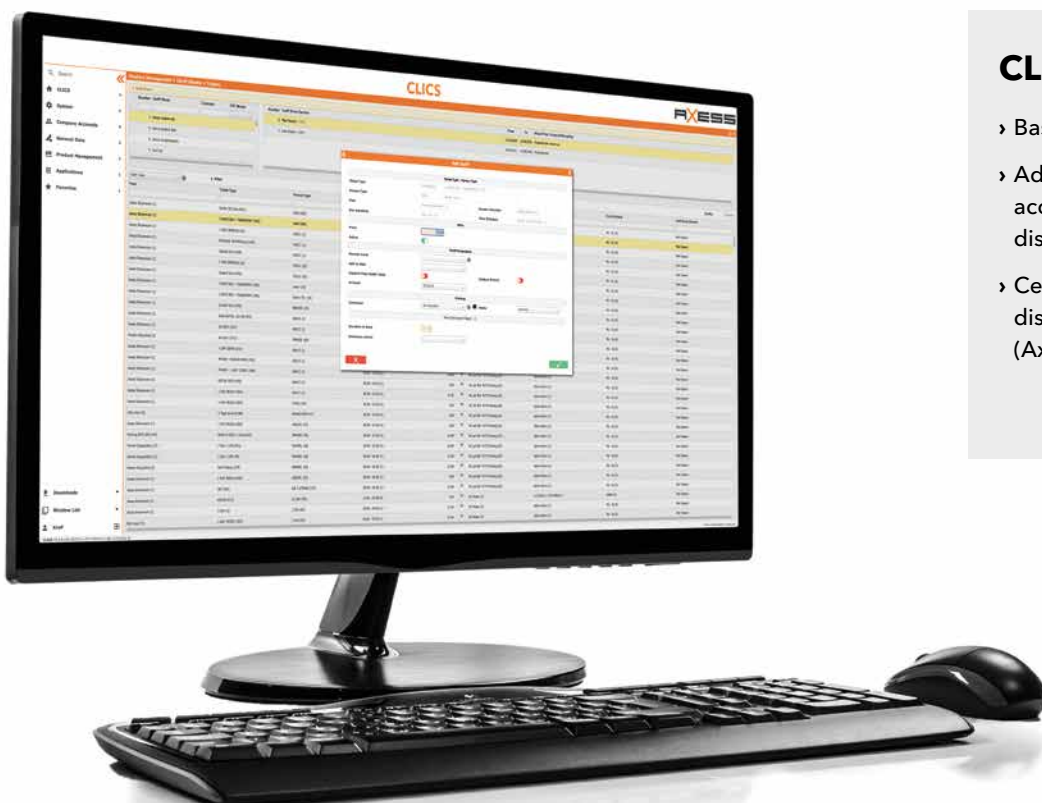Scan ticket at the gate and guest gets access

System
Architecture
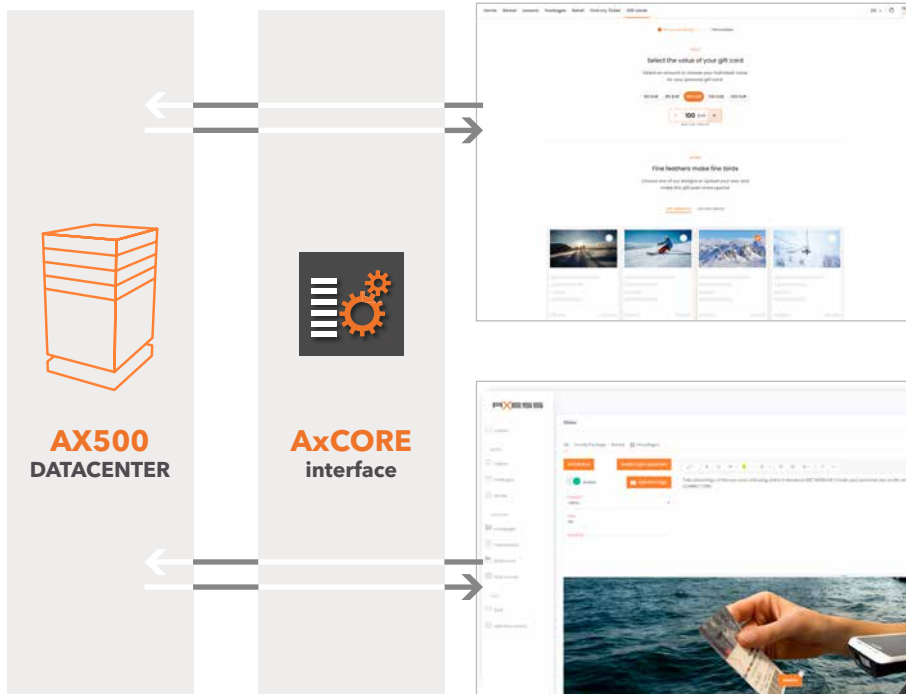
Axess WEBSTORE

› Wide range of products

› Online ticketing process for B2C customers

› Optional: Axess **SMART PRICING**

WEBSTORE - ADMIN PAGE (CMS)

› Content management (texts, colors, fonts, images, logos etc.) in Admin Page (CMS)

AX500
DATACENTER

AxCORE
interface

CLICS

› Basic configurations

› Administration of products and accounts (campaigns, discounts, etc.)

› Central data storage, optional distribution to third-party-system (Axess **CONNECT.CRM**)

Axess
WEBSTORE