

CXM (Customer Experience Manager)



Redefine your guests' experience with dynamic, personalised changes that produce truly unique experiences tailored to individual customers and groups.

Benefits

- Create truly unique, personalised experiences for your customers.
- Dynamically change elements of pricing, deals, layout, advertising, and all manner of how your customers experience your cinema and sales channels.
- Promote opportunities to branch your customers out and engage them with products they previously would not engage – tailor deals and promotions to push your customers' purchase of premium products.
- Adjust your cinema experience to suit the moment; change pricing in the rain, promote ice cream deals in a heat wave, turn your sales channels into their own self-promotional campaign!
- Set rules that respond to certain conditions in the world or the customer to produce changes automatically on a basic level to encourage and affect your customers.

Evolving experiences

Experience Manager is an engine that takes standard elements of Vista programs, such as the pricing models of tickets, booking fees, promotions and deals, and more, and empowers you to layer dynamic factors to deliver unique, tailored experiences to different customers.

Whether you create rules that change prices based on the temperature and weather, or make intricate settings that make use of Loyalty data to tailor a specific popcorn, diet coke, and ticket combination to a member with an inclination to spend little to promote them to upsell themselves, Experience Manager can produce incredible arrays of possibilities for you.

Alter it all, in precise detail

Experience Manager is the place to define the guest experience. All the key functionality of Vista that you want to change dynamically based on your customer is surfaced here, from pricing and deals to Food & Beverage menu layout, from advertising and media to fees and surcharges, even the exact configuration of your sales channels is malleable with Experience Manager.

Put guest data to the test

Loyalty knowledge can drive the possibilities of this control ever further. If a known customer is looking to book a ticket through one of your sales channels, and knowledge of the customer from Movio shows they have a low likelihood of purchasing premium seats like Gold Class, a ruleset could recognise this, match it with a current low occupancy, and deliver an experience of a ticket upgrade deal to incentivise the customer to indulge on a Gold Class ticket after all.

Experiences such as these are unique, according to rules and knowledge you have, allowing custom deals and offers that appear only to those who you want them to. Analysis of how these deals, offers, and other experience changes perform will allow you to test the waters with changes of all kinds, and find what works for you, what drives sales from your customers, and where fields of your experience you might not have considered might lie!