



Open Frontier's introduces Web-2-Till

Latest generation leisure EPoS system

Open Frontiers is proud to introduce **Web-2-Till**, a latest generation, leisure-specific Electronic Point of Sale (EPoS) solution. It adds even more punch to Time Pursuit, Open Frontiers' web based booking, ticketing and customer management system by seamlessly linking front-of-house operations to multi-channel sales and back office administration, all in real time.

This web-powered EPoS system couples the on-site sales activities with back office tasks, driving out a host of positive business benefits - cost control, increased efficiency and greater profitability. Today's customers expect choice in terms of where to shop: online, by telephone, face-to-face or through third parties. Many increasingly expect to be able to plan and book their leisure time in advance or pre-book activity time slots, thus avoiding disappointment and queuing on the day. This module, as the latest enhancement to Time Pursuit, empowers the leisure business to deliver against these expectations.

Web-2-Till boasts a best-in-class user interface; its touchscreen technology and integrated (PCI compliant) chip and pin payment simplifies the check-in of customers who have booked ahead, and the sale of gate admissions and extras to walk up visitors. For time-based activities, Web-2-Till draws on Time Pursuit's centralised booking inventory in real time, making it possible to see time-slots across all channels, but impossible to oversell them.

Working seamlessly alongside Time Pursuit, Web-2-Till's leisure-specific display and multi-item shopping basket makes selling memberships, admissions, time based activities, gift vouchers, merchandise, food & beverage and associated site services

easy. Drawing on Time Pursuit's centralised customer data, Web-2-Till makes membership reward or voucher schemes simple to administer, providing support in the delivery of great and personal customer service.

Using simple barcodes, all advanced bookings made online or by phone can be retrieved in real-time using the till user interface; this facilitates easy check-in and identifies outstanding balances and customer alerts. Furthermore, there is scope to capture a visitor's identity and track on-the-day site activities by pairing customer ID tags (e.g. wristbands) back to a customer's profile in Time Pursuit's database.

Oliver Wigdahl, Managing Director of Open Frontiers Ltd said: "Gone are the days when companies had to compromise with a retail POS system poorly designed for the attractions sector. Web-2-Till's latest generation EPoS technology links face-to-face activities to advance bookings and back office administration, all in real time. It will speed up transaction times and boost productivity allowing for an even better customer experience. After all, Web-2-Till was designed root up for the leisure industry!"

ENDS

www.openfrontiers.co.uk

Notes to Editors

- Web-2-Till is the latest module to be added to the Time Pursuit leisure management system by Open Frontiers
- Time Pursuit can be white labelled to tie in with customers corporate branding
- Time Pursuit is implemented at the Sunday Times fast track 100 forest adventure company, Go Ape operating in the UK across 27 sites and at their new site in Maryland, USA. www.goape.co.uk
- Time Pursuit powers multi-channel gate admissions at children's adventure company BeWILDerwood, winner of the coveted Themed Entertainment Association (TEA) global award for best budget theme park. www.bewilderwood.co.uk
- It also powers Dutch multi-site outdoor activity specialist FunForest. www.funforest.nl
- Time Pursuit has recently been used in study projects at Cambridge University, Judge Business School and the University of East Anglia Business School
- The system has processed over 2.5 million customers, accounting for some £60m of business since going live in 2007.

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