Krish Compusoft Services

Enabling digital transformation and end-to-end automation for entertainment and gaming zone of multiplex to provide a richer customer experience

Industry: Entertainment Industry

Deliverables:
- Mobile App
- Web App
- Website Design & Branding

Technology: Android, iOS, WordPress

Country: India

Project Goal:

- To revamp client's existing website making it easy for their customers to check the trending movies, the timing of the movies, and the prices of the movie tickets as well as to avail the latest ongoing offers.
- To develop a user-friendly mobile app so the customers can utilize it to the fullest according to their needs.
- To develop an online ticket booking system while automating all the services.
- To integrate 3rd party API integration with their online booking system, so that customers can easily book tickets of the multiplex through any other application.
- To manage inventory for the food court while saving the time and money of the customers.
- Create proper brand awareness and visibility among the customers.

Challenges:

- Ticket generation along with the management of film schedule was a very tedious task for the client.
- Manual ticket booking system generated lots of errors and the entire process of ticket booking was time consuming.
- Absence of proper brand awareness and visibility resulted into lesser customers.
- The customers faced a lot of inconvenience while standing in long tiresome queues outside the theatre for collecting the tickets.
- The customers had to compromise with their choice because they were not able to book their seats in advance.
- The client was losing his customers because of the delays and manual errors.

> " An all-in-one multiplex management system with 3rd party integration and branding solution enabled the client to automate almost every administrative task. It helped the users with ease of online ticket booking & food ordering anytime on their fingertips. A win-win solution for the client as well as users! "

Features

Box- office Point of Sale System

| Book Single/ Multiple Tickets
| Canceling/ Reprinting Of Tickets
| Bulk Booking with an option to upload an excel file to book tickets for Multiple Shows
| Seamless Integration
| Generating various Reports
| Time-Based Blocking of Seats
| User-Based, named & Unnamed Blocking
| Multiple Payment Options - Cash/Card/3rd Party Payment Gateways
| Ticketing, Parking, and Concessions in a Single Sign-On
| Cash Drawer Integration and Customer Display
| Intelligent Printer Options - Supports USB/Parallel/Serial/Network Printers

Mobile and Web-based Application

| Online Booking Of Tickets
| Registration Of Users
| Browse Movies By Language/ Cinemas
| View Movie Trailers / Information

Concession Management System

| User Creation
| Sales Menu Creation
| Order Management
| Purchase & Billing
| Payment & Financial Accounting
| Stock & Wastage Management
| Re-Order Levels
| Reports, Complains & Feedback

Solution

The client approached KCS to not only revitalize and build their brand presence but also automate their ticketing process, implement digital marketing campaigns as well as promotions to attract traffic and offer innovative solutions to help them manage their multiplex efficiently. KCS proposed the client with the following solutions:

1. Online Ticket Booking System

2. Website Design, App Development, and Branding Solution

3. Concession Management System

1. Online Ticket Booking System- Ticketing Solution

KCS, delivered an effective ticket booking system to the client. The user-friendly and advanced feature pack system served as an excellent solution for their client. The entire system was bifurcated into various systems like:

A. Box- office Point of Sale System

Online ticket booking solution offers an all-embracing and versatile POS module which includes booking as well as blocking and payment facilities to enhance the customer experience.

B.Mobile and Web-based Application

The online ticket booking system is accessible both on mobile as well as web. The mobile app supports all leading mobile platforms such as iOS, windows as well as Android. KCS designed an application with a user-friendly interface, enabling the user to have complete choice of timings and offers.

C.3rd Party API Integration System

3rd party API integration was the basic requirement of the client for booking the tickets from other applications. It enhanced the online ticketing system by making it more accessible and user-friendly. With new ticket booking applications like BookMyShow and TicketNew, these options prove to be very beneficial.

We, at KCS, have also offered managed services to the client. A dedicated team of 15 offsite engineers, as well as 1 onsite engineer, is assigned to manage the given IT landscape efficiently.

2.Website Design, App Development, and Branding Solution

The client also wanted to implement digital marketing campaigns and promotions to drive traffic and ultimately sell more tickets. Team KCS built a visual identity that reflects the world-class quality and consistently astounding experience of a customer who visited the multiplex.

After a lot of creative exercises and prolonged hours in making strategy —the result is an unmatched, flexible website and productive mobile app with a progressive design and highly customized e-commerce system for a better customer experience.

3.Concession Management System

KCS has provided the client with a distinctive concession management system. This system is integrated into the application and can work in both the way: individually or along with the ticketing system. It is a web-based application and can work seamlessly with POS machines.

Besides offering the opportunity to buy online tickets and add food and beverages in a single transaction, the app offers a unique feature of ordering food real-time while watching a movie. The system is in sync with the ticketing module, thus customers can place an order for concession while seating in your seat. The items booked online can be collected from the F&B counters on producing the confirmation code.

Result:

KCS developed a responsive website and a user-friendly mobile app that satisfied the clients as well as the requirement of the customer. The new website is robust with elegant, on-brand design, an extremely versatile content management system, and subtle animations throughout the site. Whereas the mobile application is alluring, up-to-date, customizable according to the requirements as well as user-friendly in order to provide the best to the customers.

Striking a balance to maintain the client's premium status along with finishing the project in a given stipulated time was quite a challenge which while moving forward became easier with the help of our talented team of designers. KCS provided online ticket booking solution which helped client handle the rush hours, and is quick enough to respond to user requests as well as is reliable, fast and intelligent. We offered affordable as well as out of the box solution to the client that undoubtedly help them to develop their business effectively.

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