



GCI CV

LEISURE AND ENTERTAINMENT

Today's consumers are more tech-savvy and have ever-increasing expectations. Across the Leisure and Entertainment sector there are increasing signs that customers want more innovative, immersive and interactive experiences which provide value for money. These are interesting times for businesses in the Leisure and Entertainment sector as they respond to these trends.

As the pressure grows on capturing the consumers interest and offering an unforgettable end-to-end experience in an industry growing at 5% year-on-year since 2010, so do the opportunities to disappoint. A trusted advisor and supplier to many customers in the Leisure and Entertainment industry - and working with some for over a decade - GCI are perfectly placed to help offer a solution which positively impacts every aspect of the customer journey in the sector.

Sector Challenges

Outlined below are just a few of the needs and difficulties our customers in the Leisure and Entertainment sector tell us they face:

- **Retaining and attracting customers:** Improving the overall customer experience in order to gain new customers, as well as engaging with existing ones.
- **Personalisation:** Providing customer with a unique, enjoyable experience - both online and in venues - to encourage brand awareness and loyalty.
- **Safeguarding data:** Providing a secure trading environment to protect customer data and financial

information, maintaining compliance with PCI and GDPR legislation.

- **"Always on":** The ability to offer the same level of customer service, whenever and wherever they contact you.
- **Collaboration:** Disparate IT systems in place which do not allow staff to collaborate or communicate together digitally.



Just some of the solutions GCI provide to the Leisure and Entertainment Sector

Omni-channel, PCI-Compliant Contact Centres: From entry-level to sophisticated, high-end solutions, GCI's Contact Centre options enable omni-channel customer communication including email, social media, IM and telephone. Our PCI-Compliant Contact Centre solutions reduce PCI DSS (for Payment Card Security) controls by approximately 96%, and is available as a cost-effective plug-in. Further contact options designed to improve the customer journey and avoid Interactive Voice Response (IVR) "clunkiness" include advanced speech analytics, Artificial Intelligence and enhanced ID validation.

SMS technology: Surveys suggest that SMS is a far more effective marketing tool than email; the average SMS message is opened within 90 seconds, but only 36% of emails are ever read. GCI has its own SMS platform and provides various SMS gateway solutions, including the ability to "hook" into a Leisure and Entertainment provider's CRM via an open API to enable two-way SMS communication. This is ideal for promotional activities and customer service information, such as ticket delivery status. We also offer our "Online Campaigner" to facilitate bulk SMS marketing, complete with full analytics.



Microsoft 365: A complete, intelligent, secure solution that empowers your employees to work collaboratively, securely and on-the-go. Combining Office 365, Windows 10, and Enterprise Mobility + Security, Microsoft 365 enables your business to foster a modern and highly-secure workspace for employees empowered by teamwork and collaboration - everything you need to succeed in a changing, digital market.

GCI Managed Wireless LAN: We provide a range of services that cost effectively deliver optimum connectivity for your users. Our team works to implement Wide and Local Area Networks, internet access and rapid connectivity. We can also provide in-venue customer Wi-Fi, as well as secure Wi-Fi for staff.

Wi-Fi linked to App solution: GCI can connect your customers to your Venues App, providing them with real-time access to promotional activity, food and drink ordering options, Customer Service information and more. It can also be extended to enable your visitors to navigate seamlessly around the venue, with in-app guidance.

Fast and secure connectivity: Businesses not only need to connect with customers, they also need to keep customer data secure. GCI offer fast, monitored connectivity to your

venues and offices with Enterprise-grade firewalls and security solutions. Our DDoS Protection Solution is designed to protect your websites and e-commerce sites from malicious attacks.

Skype for Business: A Gartner-ranked Unified Communications suite, Skype for Business provides the ability for staff and event/venue assistants to communicate and collaborate more effectively. Combining voice, instant messaging, video and email, Skype for Business enables seamless collaboration at a lower cost across the supply chain. It also enhances productivity and supports customer service (for example, complaint handling) for both back office and venue-based staff.

Temporary Enterprise-grade connectivity: Want fast and reliable connectivity to enhance your guests' experience? GCI's Rapid Network solution offers internet access without the 3-4 month wait often seen on greenfield sites. Available to buy or rent, the solution can be deployed within 24 hours in the UK, allowing you to offer Wi-Fi for your guests to share their experiences on social media or to use beacons to direct them around your entertainment complex. You can even use it as a local network to link between different sites and offices, allowing for quick and easy file sharing and communications.

Case Studies

Click below to see how we've helped to digitally transform some of the Leisure & Entertainment sector's finest:



Just some of our other Leisure & Entertainment Sector clients:

Merlin | Jet2.com | Rayburn Tours | Derby Conference Centre | Dart Group Plc

About us

GCI are a leading Converged ICT Service Provider. For two decades we've been passionate about delivering business transformations through technology to deliver positive business outcomes for our customers. We help thousands of Public and Private sector customers globally transform from traditional technology environments to modern IT. With five integrated technology pillars, our business is underpinned by a dedication to service excellence and to providing the very best, innovative technologies to our customers.

For more information regarding our services, please contact us at:

01332 483 933 | enquiries@gcicom.net | www.gcicom.net

