

# Alton Towers - a case study



## How BT's e-ticketing service, Rialto, helped Alton Towers improve customer service while increasing cost efficiencies.

### Background

As the UK's number one theme park, Alton Towers handles 2.5 million visitors per year. With people of all ages flocking to the park to try out the innovative new rides introduced each season, the demand for public walk-up sales has become increasingly challenging. To address this issue Alton Towers decided to improve their ticketing systems and asked BT to help.

### The challenge

With the help of BT, The Tussaud's Group (TTG), owner of Alton Towers, had already implemented a new, common sales and admission system throughout all their parks and leisure facilities. The challenge for BT was to implement a web-booking system that could provide more than just the ability to book tickets online; it had to provide a fast and efficient service, be totally automated, and integrate with existing sales and distribution systems. The current booking system involved a considerable amount of manual intervention, leading to inefficiencies in ticket printing and distribution, and mounting administration costs. Recognising that more and more customers turn to the web as their primary point of interaction, an effective online sales channel was essential to meeting business objectives – and Alton Towers' reputation.

### BT's approach

Rialto is a portfolio of e-business services developed in partnership with TTG. BT and TTG identified an opportunity to offer a competitive, multi-channel, managed ticketing service to "pay once visitor attractions", enabling customers to purchase advance tickets through a number of different channels, such as the corporate website. Rialto's core strength lies in its ability to provide an end-to-end solution to the e-ticketing process. Rialto also offers a number of highly

attractive features such as the ability to integrate with the existing ticketing system without the need for any initial, up front, capital expenditure.

Rialto evolves in parallel with new and emerging distribution channels, such as interactive TV (iTV) and call centre support, allowing Alton Towers to introduce them, with minimal effort, as and when their business or customers demand.

### The results

The Rialto service provides Alton Towers with a range of benefits, including the ability to offer incentives to visitors who book online, direct payment, and the ability to manage events and shows based on common inventory. Alton Towers can now leverage its customer database in a targeted fashion to market specific events to previous visitors, such as the annual fireworks display.

Alton Towers customers can now enjoy a simple way to book tickets and benefit from fast track entry to the park, early admission to the most popular rides, reserved seats, priority booking and discount offers and a secure payment processing mechanism.

**"The Tussaud's Group's aim is to encourage its customers to book tickets in advance, providing both customers and the company with the security of a confirmed visit. Rialto enables this easily, providing excellent customer service at a cost effective price."** Lesley Morisetti, Group Head of Pricing and Revenue Management, The Tussaud's Group.



### Offices worldwide

© British Telecommunications plc 2005.  
Registered office: 81 Newgate Street, London, EC1A 7AJ.  
Registered in England No. 1800000.

Guidion House  
Harvest Crescent  
Ancells Business Park  
Fleet, Hampshire  
GU51 2QP

Telephone +44 (0) 1252 777 000  
Facsimile +44 (0) 1252 777 111

[www.bt.com](http://www.bt.com)