

**AIRKIX**

# Flying High

## ■ Summary

Imagine jumping out of a plane and hurtling towards the ground at 120mph. To some this may seem a nightmare, to others an unfulfilled ambition.

Simon Ward, CEO of Airkix had a dream of replicating the sensation of skydiving in a fun but safe environment and offering this unique experience to all, not just the 'adrenaline junkies'. So in late 2005, at great expense, Airkix finished constructing its first vertical wind tunnel. A vision realised, the challenge now was to ensure that it became a profitable venture.

## ■ Situation

Generating awareness for Airkix would seem a relatively straightforward task, after all 'it's where people fly', including, apparently, the Beckham's.

Its success would lie in understanding its various target markets. Simon had identified that although serious skydivers would be naturally attracted to the facility and provide repeat business, it was the general public that had to be carefully managed.

Gleaning information and developing a dialogue with this key audience was difficult due to two major factors. Firstly, the end user was rarely the person who bought the flight, given that most flight experiences were bought as gifts. Secondly, managing the flow of over 53,000 flyers per annum, with the priority on providing a safe environment, left little time for the Airkix team to gather personal information.

*"We were not communicating with our customers enough. If you're not talking, you're not promoting, which means missed revenue opportunities."*

## ■ Solution

In developing a system that could improve the flow of people through the venue and provide a framework for engaging with their key customers, Airkix considered six options. The 'can do' attitude by the Web Office Systems team and the flexibility of the *FuseMetrix* product proved decisive.

*"We wanted a system that could work throughout the organisation not just one element of it."*

The first application was customer registration, where a 'Statement of Risk' document is completed by each flyer. Although time consuming it was a necessity. The *FuseMetrix* system allowed the form to be completed online prior to the day of the flight or at terminals at the registration area on arrival, saving both staff and customers time over the original paper system.

With the information from the online registration Airkix developed its own database of flyers, which over time has grown to over 40,000 unique customer records.

*FuseMetrix* allowed Airkix to easily interrogate these records and profile the customer base, revealing that although repeat flyers and skydivers amounted to 5% of flyers, they represented a much larger proportion of the revenue. Also the general public, representing nearly 95% of flyers, was dominated by flyers that turned out to have a much younger profile than the company realised. Unearthing data of this nature provided the team with added confidence when planning future activity and allocate resources.

*FuseMetrix* also impacted the promotion of merchandising, more specifically photos. Digital photos taken of each flyer were made available to purchase after every flying session. With the new system, images were uploaded automatically online and made accessible for up to a month after the flight for customers to purchase. With integrated sales records, the system generated emails promoting online sales to those who had not purchased on the day.

Photo sales were crucial, not only in generating incremental revenue for Airkix but also as a marketing tool - what better way of communicating to friends, family and colleagues the exhilaration of a simulated free fall?

## ■ Benefits

For someone who believes measurement and control are key business disciplines, *FuseMetrix* provided Airkix a company wide solution. With photo sales increasing by 300% within 4 months of system implementation, a database of 40,000 flyers to engage with and a more efficient registration process, "a return on investment within 12 months" is an apt summary.

With such a unique leisure destination, with little serious competition, you could forgive Simon for sitting on his laurels. Not so, as he finalises plans to utilise *FuseMetrix* to launch a customer service indexing system.

*"FuseMetrix allows us to be more creative in how we grow the business, as it develops we simply 'switch on' the functions we need to help us stay in control."*

## ■ Key Benefits

- Email delivery and tracking
- E-commerce
- Financial Planning
- Customer Relationship Management





*"FuseMetrix helps you gain and sustain, a competitive advantage"*

In the fast paced and dynamic environment of the business world success is dependant on sustaining a competitive advantage.

*FuseMetrix*, a browser based integrated office system provides decision makers greater control, insight and flexibility over their product or service.

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### One system, many advantages

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- Greater efficiency
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- Greater customer satisfaction
- Greater performance
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- Greater profitability

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