

# CASE STUDY



## FuseMetrix for Aqua Parcs

### Children's Play & Family Entertainment Centre's

FuseMetrix implemented a Booking System for Leisure Attraction Aqua Parcs, within a few weeks of initial discussion and during an opening weekend.

Having worked with a previous software provider, Aqua Parcs were looking for a new system that enabled a much quicker response rate to general support enquiries. Utilising instant messaging technologies and a customer portal FuseMetrix enhanced their business productivity.

*"The FuseMetrix team really gave me the reassurance to switch over systems during a busy weekend of us being open. They host everything in one system."*

#### The functionality requirements include:

- Voucher Management
- Integrated Online Booking & ePos System
- CRM with Automated Email Marketing
- Online Customer Waivers

#### The results:

- Fast, Stress Free Delivery
- Dedicated Support Team, 7 days a week
- Real Time Business Information
- Improved Business Productivity

*"A fast paced business like Aqua Parcs has up to 120 people in reception every hour, and with FuseMetrix Customer Waivers and Check-in screens on site, we can operate with a much more efficient customer flow and less queues".*

Said Kieron Murty, Co-Founder of Aqua Parcs.

FuseMetrix integrated CRM and reporting functionality has enabled Aqua Parcs to understand the demographics of their customers and as a result they now have better marketing performance, by increasing their advertising spend to target specific locations, where the return is typically higher.

This data helps Aqua Parcs attract more customers and generate more revenue!

*"The team at FuseMetrix are always keen to refine and develop our system as our business evolves. This really is a long-lasting partnership!"*

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