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Middle East and North Africa Leisure & Attractions Council

VENDOR TALK – OCTOBER 2023

KEY FEATURES TO CONSIDER WHEN SELECTING POINT OF SALE SOFTWARE FOR THEME PARKS AND AMUSEMENT PARKS

YOUR COMPLETE GUIDE

Article by:

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How to Select the Best Point-of-Sale

Point of Sale (POS) systems are where approximately 90% of guest-staff interactions occur, serving as an intermediary zone situated between guests' anticipation of experiencing the park's attractions and their actual enjoyment of them. Customers interact with your Amusement Park POS system during the process of entering your facility as they await being immersed in a world of fun or as they order some food and beverages to satisfy their appetites. An ineffective theme park POS software that causes delays at any customer touchpoint can significantly impact your guests' overall experience at your facility.

Your amusement park POS system plays a crucial role in determining the speed at which cashiers can process transactions and reduce queue times. Even a seemingly simple transaction can be the difference between an unforgettable guest experience and one they'd rather forget!



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In this article, we will precisely outline the criteria you need to consider when choosing the best Point-of-Sale system for your theme park or amusement venue. Let's dive in!

Essential Features of a Theme Park POS System



If you have been pondering what to seek in a theme park POS system, this is your starting point. With advancing technology, there are a few things that are necessary for your amusement park POS system to contain. Here we present our top six essential features that you shouldn't overlook.

Comprehensive Hardware: The Amusement Park POS system should function well with both touch screen monitors and standard PCs. It should also support integration with multiple peripherals, including cash drawers, receipt printers, pole displays, card readers, barcode readers, and QR code readers.

Integrated Payments: In addition to accepting cash payments and debit cards, the Amusement Park POS system should be capable of processing credit cards across major economies.

Better Staff Management: The Amusement Park POS system must feature built-in, shift-based login and HR controls to enhance staff efficiency. A standard amusement park POS system is also expected to record each cashier's sales summary.



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Seamless Scalability: When you have multiple Points-of-Sale, the system should enable central control and provide an overview of the activity across all your venues.

Multi-Faceted: One system should be capable of handling Ticketing, F&B, Retail, Lockers, Self Service Kiosks, Access gates, Online platforms such website, mobile App. This versatility allows you to easily configure combos, discount packages, promotions, and loyalty programs.

Intuitive and Smart: To facilitate easy upselling and cross-selling of products to customers, the POS should display the cashier messages based on the customer's past behaviour. For example, it can show points needed to reach the next level or alert customers about expiring loyalty points.

Essential Amusement Park POS Software Integrations and All-in-one solutions

Another crucial aspect to consider when selecting a new theme park POS software is its ability to seamlessly integrate with other important aspects of your business. While there are various modules that your theme park POS software can integrate with, some of these integrations are mission critical:



Inventory Management Module: The inventory available should be accurately reflected in the theme park POS software, preventing cashiers from inadvertently selling out of stock products. Additionally, this facilitates effective monitoring of product movement, leading to improved purchase strategies.



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Customer Relationship Management (CRM) Module: From membership tiers to promotions, your CRM offers delightful experience for your guests. When integrated with the theme park POS software, your CRM becomes most effective — it allows cashiers to cross-sell and upsell products based on information about the guest's previous purchases and behaviour.

Mobile App Integration: In today's digital age, mobile apps have become indispensable for enhancing guest experience. A good theme park management software should include a mobile app integration feature that enables visitors to purchase tickets, check-wait times, access maps and find other park information. The mobile app should also be customizable, allowing parks to incorporate their branding and messaging.

All-in-One Solution Integration: A comprehensive solution should be fully equipped to support various hardware components including self-service kiosk, lockers, access gates and more, thereby extending the software capabilities to provide an All in one platform. Online platforms such as ticketing websites, mobile Apps for customers, online websites for agents and partners adds another dimension to the solution, creating a comprehensive 360-degree integrated single platform.

Choose an Amusement Park POS System that Stands Out from the Competition

What distinguishes an exceptional Amusement Park POS System from the competition? Its user interface. The speed, flexibility, and ease of navigation within the interface are vital for cashiers who requires efficient transaction processing. The fonts and button sizes should not cause visual strain, and the navigation structure should be intuitive enabling cashiers to interact with customers while processing the transactions. In other words, the Amusement Park POS System interface should be designed with the cashier in mind. Here are some key features to consider:



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Consistent and progressive theme: The interface should maintain a modern and a visually pleasing design. The font style, font sizes, icons, and other elements should feel natural and not jarring to the senses. The readability of text across all screens is essential here.

Quick and intuitive navigation: The placement of different levels of selection should be intuitively organized. Contextual messages should appear in the right place. For more complex operations, a step-by-step wizard should guide the cashier. Ultimately, the question to consider is — do I have to spend a lot of time training cashiers to use this interface, or will they get it quickly?

Seamless scaling across screens: The Amusement Park POS System interface should adapt smoothly to various screen resolutions without distortion. The content should seamlessly fit in the right manner.

User-friendly touch targets: The buttons on the interface need to be user-friendly. This means that they need to be large enough with adequate spacing between them. Additionally, customization options for button colours, textures, and sizes should be available, if necessary.



POS Analytics Features

With the increasing digitization of theme park operations, an abundance of data is flowing in from every corner of your venue. This data is your park's most valuable resource and leveraging it correctly can help you understand your guest's preferences and create experiences they adore. Nonetheless, an excess of data can be overwhelming and challenging to analyse without the right tools.



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Effective analytics plays a crucial role here — it can help convert unorganized data into actionable insights. There are five key features that constitute the best theme park analytics software. Let's take a quick look:

Visualized Data (instead of numbers and statistics): The human brain processes visual inputs 60,000 times faster than text. When data is presented in textual and numerical formats, it can be time consuming to interpret. However, if the same data is presented using rich data visualizations, such as pie charts, bar graphs, and trend lines, you can quickly grasp the information and make critical decisions in a timely manner.



Mobile Analytics (for management on the go):

In a world where most of us spend more time on our phones than on laptops and desktops, having a mobile app for theme park analytics software is a logical choice.

So, if you are looking for a software solution, ensure it includes a companion mobile app. The app won't necessarily have all the information that would be available to you on a desktop or laptop, but it should offer access all the key metrics at your fingertips.

Near-Real-Time Updates (to help you stay on top): Whether you are checking your theme park reports on a laptop, desktop, or smartphone, you need near-real-time updates.

If the data is only updated after hours or days, it might be too late! Real-time updates enable you to make time-critical decisions such as reallocating staff to areas where needed, ensuring the kitchen is prepared for a busy day, tracking maintenance and repair work to get rides back online quickly, and much more!



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Actionable Insights (and not just a ton of data): The most important feature to look for is actionable insights. It's one thing to have a wealth of data presented to you. But the deciding factor should always be — how useful is this data? Can it help me improve the guest experience or park operations? Does it give me insights into the popularity of rides and attractions, the food and beverage items preferred by guests, and guest behaviour in general — can help you create personalized offers in your marketing campaigns, giving your guests exactly what they are seeking!

Custom Dashboards (to meet your specific needs): Finally, you can inquire with your vendor if they provide any custom dashboard to meet your unique requirements. Theme Park analytics software solutions are designed to address the industry's general needs, but you might have specific needs that might not be built in.

Conclusion

Selecting the appropriate Point of Sale software for an amusement park is of paramount importance. It serves as the operational backbone, impacting the overall guest experience and the park's efficiency. Ticketing and access control systems must seamlessly handle large volumes of visitors while ensuring security. Inventory management is crucial for tracking merchandise and food sales. Moreover, a user-friendly interface enhances staff productivity and reduces training time. The right software optimizes resource allocation, thereby boosting profitability. It can also integrate with mobile apps, providing convenience to guests and offering marketing opportunities. In essence, choosing suitable software is pivotal for amusement parks, influencing their competitiveness and long-term success.



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About Semnox

Semnox Solutions is a leading provider of technology-driven solutions for Family Theme/ Adventure Parks, Water Parks, Family Entertainment Centers (FECs)/ Arcades, Food Courts/ Restaurants, Health Clubs, Gyms, Activity Play Areas, Museums, Zoo & more. With a strong global presence in over 55+ countries and a diverse portfolio of successful deployments at over 2200 sites, Semnox continues to be a trusted partner for amusement parks, FECs, waterparks, and entertainment venues worldwide.

Semnox's offerings include Parafait FEC Solution, for indoor venues, Tixera Park Solution which focuses on the outdoor entertainment segments and Deliko F&B Solution for restaurants, food courts, and more. Explore More - www.semnox.com



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