

Waterpark Makes Customer Service ‘Splash’ With Touch Dynamic Point of Sale Terminals

With the competition for consumers’ entertainment money growing tougher by the day, all leisure-time venues, including theme parks, must work even harder to achieve maximal operational efficiencies and provide high-quality customer service. A point of sale system overhaul has helped Wild Water West Waterpark in Sioux Falls, South Dakota, achieve these goals.

The Challenge: Standardize a disparate point of sale system

Spanning an expansive plot of land, Wild Water West Waterpark is the largest facility of its kind in South Dakota and boasts the state’s only wave pool. From the wave pool to go-karts and the Shipwreck Lagoon bumper boats to an adults-only swim-up pool bar, the park features wet and dry attractions for visitors of all ages. Concessions, bars, and admissions windows are housed in six different buildings located in various areas around the campus.

Wild Water West Waterpark’s original point of sale solution comprised a mix of traditional cash registers and point of sale terminals. The expansiveness of the park had made cabling a challenge for the facility’s original technology provider, which had consequently set up a self-contained point of sale system in each location. Generating daily sales reports necessitated that management harness LogMeIn software and consumer-grade Wi-Fi equipment to gain remote access to each point of sale system. This time-consuming process had to be conducted on a one-by-one basis rather than simultaneously.

“Then there were the cash registers we had in some locations,” said Emily McNamara, the facility’s marketing manager. *“They were just old and not flexible enough for us. They used dial-up connections to process credit cards. These connections went down frequently, causing service delays for customers.”*

Management wanted to remedy the situation by upgrading to a point of sale system that would enable customers to move through the concession lines at a more rapid pace and to pay for food or drinks at any terminal throughout the park. The technology also had to allow bar employees to run tabs for guests, and to eliminate the need for management to manually compile multiple sales figures from different terminals to determine gross daily sales.

The Solution: A wireless point of sale configuration and one software platform

Hired to design and specify an upgraded point of sale configuration, Sioux Falls-based VAR Dakota Retail Technologies recommended that the traditional cash registers be replaced by 12 Breeze Performance All-In-One point of sale terminals from Touch Dynamic. These All-in-One terminals would be fitted with the vendor’s receipt printers and cash drawers. The replacement terminals and the point of sale terminals salvaged from the previous configuration were both set up to run Future POS point of sale software, which comes from a vendor of the same name. Also specified by Dakota Retail Technologies were two WideFly WF360 hand-held devices, which are used to take orders from members of large groups that rent the park’s pavilions for corporate events or parties. Enterprise wireless equipment from Ubiquiti Networks was needed as well. The VAR was able to install the technology over a period of two to three weeks, followed by two to three days of on-site training for managers and front-of-the-house concession and bar staff.

“All 24 terminals are now part of one ‘store’ connected to a single main server,” explained Kory Lindersmith, co-owner of Dakota Retail Technologies. *“And each concession stand and bar is connected to the main office via Wi-Fi.”*



Customer

Wild Water West Waterpark
Location: Sioux Falls, SD

Objectives

- To standardize the point of sale system used throughout the park
- To increase the speed of service provided at multiple bars and concessions
- To gain simultaneous, non-manual access to point of sale data from all terminals

Installation

- Touch Dynamic Breeze Performance All-in-One touch terminals
- Future POS software
- WideFly hand-held devices
- Ubiquiti Networks enterprise wireless network components

Results

- Uniform point of sale terminal platform and faster terminal operation increase customer throughput at bars and concessions; fewer delays mean better customer service
- On-the-fly, simultaneous access to point of sale data improves operations and enables educated decision-making

Migrating to the Breeze Performance All-In-One terminals, standardizing the point-of-sale system on a single platform, and adding enterprise wireless connectivity capabilities has definitely sped up customer throughput at the concessions, bars, and admission sales windows. *“With the Breeze Performance terminals in place, the old cash registers gone, and the Wi-Fi connections, transactions are processed almost instantaneously,”* McNamara said. *“This prevents long waits to order, receive, and pay for food and drinks or admission costs and has led to an improvement in efficiencies and customer service.”*

Just as significantly, McNamara added, the wireless network and the consistency of the point of sale

system from store to store mean management can now run reports on all bar and concession activity at the same time and, if needed, at a moment’s notice. The end-result is not only heightened operational efficiencies, but instantaneous access to actionable information that facilitates accurate decision-making and allows sales “glitches” to be proactively addressed. In addition to making life easier for management, the system also keeps customers happier.

“All in all, the technology has made a big difference in the way we operate and the way we serve our customers,” McNamara concluded. *“It has been a big change for the better.”*



Breeze Performance All-In-One terminals installed on mounted arms in new concession stand.

About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2008 certified, RSPA award-winning manufacturer of all-in-one touch terminals, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employee's extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit www.touchdynamic.com.

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