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Serve guests more often and in a more targeted way thanks to smart software
Convious and SnowWorld sign partnership for five years

AMSTERDAM, SEPTEMBER 16, 2021 - Tech company Convious and indoor ski company SnowWorld will collaborate intensively over the next five years in the field of data driven eCommerce. SnowWorld wants to optimize the digital customer experience with Convious's smart, self-learning software.

Convious's AI-driven SaaS software, specially developed for the leisure sector, gives SnowWorld the opportunity to reach and serve its guests more effectively and at different times. Convious's approach provides for improving the customer experience at every moment: before the visit, during the stay and after the visit.



More complete guest service

Thijs van Hasselt, Online Marketing Manager at SnowWorld: "We chose Convious because the solutions they offer contribute significantly to the success of our strategy. We can serve our guests even better and, above all, more comprehensively. In this way we can perfect the entire online and offline customer journey - a win-win situation for SnowWorld and our guests. We look forward to this collaboration and expanding our services. We offer our guests the best possible experience not only during skiing, but throughout the entire customer journey."

Learn from each other

Bernard Kochen, VP of Sales at Convious: "SnowWorld makes every effort to please its guests and is constantly looking for improvement. That approach suits Convious well. We are therefore honored that SnowWorld has joined us as a multi-year

partner to further improve the digital customer journey. Conversely, we also learn from an iconic experience company such as SnowWorld. They inspire and motivate us to make our software even better and more versatile.”

Confidence

For Convious, the collaboration with SnowWorld is a nice addition to the existing partnerships. Kochen: “SnowWorld is a leading player in the Dutch leisure industry and now also abroad. SnowWorld's feedback keeps us sharp and ensures that we continue to improve our software. Both parties have a lot of trust in each other, which is also apparent from the duration of the contract.”

About Convious

Convious offers an AI-powered SaaS solution for the leisure industry. The Amsterdam based tech company, founded in 2016, is changing the way companies and visitors are digitally connected. Convious's data-driven software provides a highly personalized online experience to visitors. The advanced technology enables location owners to serve visitors to the maximum and increase their revenue.



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Note to editors (not for publication)

- Attached photos can be used freely and without acknowledgment of the source in paper and online publications, provided they are used as guidance in reporting on this subject.

- For more information or to arrange interviews, please contact Remco van Iersel, Head of Marketing at Convious:

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