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Client case study —
Skyline Sightseeing

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Consolidating bookings in the cloud

Ventrata combines every channel for Skyline Sightseeing

Client overview

Skyline Sightseeing have been operating bus tours in San Francisco since 1997. Over the years, they have carried more than three million happy passengers and expanded their product range to offer the largest selection of tours and activities in San Francisco. Aside from their world famous hop-on hop-off tours, they also offer tickets to Alcatraz Island, all major museums, Bay cruises, walking tours, bike tours, the San Francisco Mega Pass, excursions to the Wine Country and Yosemite National Park, to Monterey and Carmel, as well as many other fun activities in San Francisco.

Challenges

The primary challenge for Skyline Sightseeing was to combine all of their sales channels into a single platform. Existing systems were fragmented with multiple technologies required to process and manage bookings. Lack of connectivity and integration resulted in the need for phone calls to confirm availability. This took up valuable time, increased wait times, and, overall, provided a poor customer experience at the point of sale.

The fragmented nature of the systems also made it difficult to make good data-based business decisions to manage sales promotions and marketing activity, and also led to capacity challenges.

The solution

Ventrata supplied a cloud-based ticketing and booking solution that combines all sales channels into a single
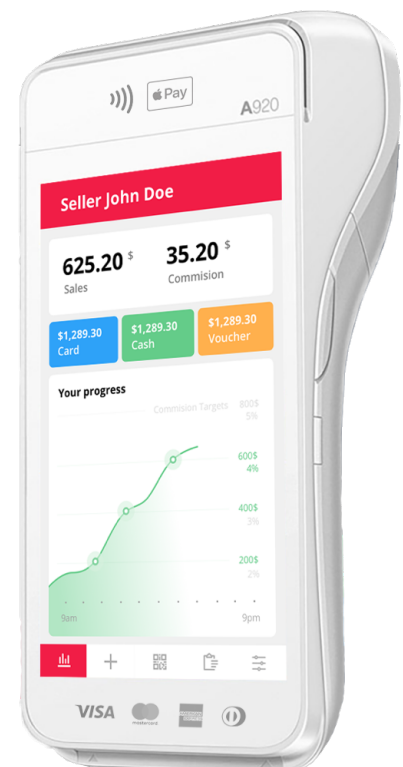
The A920 Pro is fully-connected with OTA, partner and all other direct sales channels

dashboard. The system allows the business user to create and distribute an unlimited number of products.

Each product can be adjusted to allow for resale through multiple channels. These include direct online, OTAs, concierge desks, retail POS, mobile POS and other third-party agents. Net rates, allocation and a range of other parameters can be set for each reseller. This allows greater flexibility and easier management of revenue.

Ventrata brings every piece of data into one dashboard

The cloud-based system allows for live availability at every point of sale, with dynamic pricing and promotions available at the push of a button to manage yield and occupancy.

A single customisable dashboard provides a live view of all sales activity in an easy to comprehend view. The powerful reporting can be used to inform real-time business decisions, as well as to make comparisons to historical data or to forecast future sales potential.

Results

The move to Ventrata resulted in both cost- and time-saving benefits as Skyline Sightseeing switched from an in-house system to an enterprise-grade, fully-supported, cloud-based solution. The change also resulted in access to a larger team of developers, speeding up the development time for new features and integrations.

Live availability at all points of sale reduced customer processing times by 40 per cent, which led to an overall increase in customer satisfaction and freed up sales staff to offer additional information and advice to enhance the customer experience.

The integration with POS hardware and overall connectivity with sales channels through a powerful API connection contributed to a 50 per cent reduction in paper ticketing and vouchers. In addition to the environmental benefits of paper reduction, this reduced incidences of fraud. The improved channel management also led to more efficient financial management, invoicing and reporting.

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