

# Managing your customer

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Ticket Express  
Group Express  
Pass Express  
**Lift Express**  
Tracker Express  
Rez Express  
Retail Express  
Lodging Express  
Web Express



Access control is an important system to many organizations such as ski resorts, amusement parks, zoos, recreation facilities, and health clubs. Ticket fraud or abuse can cost you as much as 10% of your gross revenue. The investment in **Lift Express** can be repaid through reduced losses, usually within the first year.

**Lift Express** is convenient for your customers while providing valuable customer data that will help you understand your customer, usage patterns, visit frequency and the value of each customer to your organization. You will have a powerful marketing tool for communicating to customers, developing new products, managing customer loyalty programs and yield management.

**Lift Express** is an efficient access control system which is fully integrated with **Ticket Express** and **Pass Express**. It was initially developed for the ski industry to validate lift tickets and passes at the base of the resort or for each ski lift. However, the same technology can be utilized in any situation where ticket pricing is complicated and has many variations or where multiple membership classes exist and require tracking (e.g. by the hour, half day, full day, multiple day admission pricing structures or membership options).

**Lift Express** utilizes Radio Frequency (RF) technology to instantaneously check and validate lift tickets and passes. Through hand held scanners, **Lift Express**:

- Constantly polls terminals to acquire data
- Processes data
- Updates usage databases
- Returns an Accept or Reject message to the terminal
- Displays guest image

This process occurs in milliseconds resulting in no customer inconvenience and increased revenue protection.

**Lift Express** offers many exciting revenue opportunities in addition to the improvement to your financial bottom line. These include:

- Development of new products based on customer behavior
- Pricing based on peak vs. non-peak usage
- Tiered pass products
- Targeted marketing campaigns for retention and up sell

New hands free technology removes the need to scan passes or tickets to further increase customer convenience. Our leading edge RF products have the capability to provide full customer tracking, act as an electronic wallet and be used as a loyalty customer card. For most organizations, the opportunity exists to use RF cards to build loyalty, increase sales, and track customer behavior.



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### Key Features and Benefits of Lift Express

Feature	Description	Benefit
Radio Frequency Technology	<ul style="list-style-type: none"> <li>• Uses scanners to validate passes and tickets</li> <li>• Validation process fast - milliseconds to obtain reading</li> <li>• Works in all types of environments and not affected by climatic conditions</li> </ul>	<ul style="list-style-type: none"> <li>• Fast processing of customers</li> <li>• Visibility reduces ticket fraud</li> <li>• Reliable technology</li> <li>• Eliminates employee discretion</li> </ul>
Bar Code or RF Cards Accepted	<ul style="list-style-type: none"> <li>• Intelligent or "dumb" bar codes read by scanners</li> <li>• Data from RF cards can also be captured</li> </ul>	<ul style="list-style-type: none"> <li>• Bar Codes can be used with or without automated POS system</li> <li>• RF cards can include e-wallet capabilities</li> <li>• Greater reliability in extreme conditions</li> </ul>
Management Reporting	<ul style="list-style-type: none"> <li>• Tracks activity by lift, gate, or facility</li> <li>• Detailed transaction logs created which can be easily queried</li> <li>• Customer counts produced</li> </ul>	<ul style="list-style-type: none"> <li>• Easy to obtain data for customer activity by day, facility, pass, or admission type</li> <li>• Improves manpower planning capability</li> <li>• Facility utilization measured</li> </ul>
Marketing Data Captured	<ul style="list-style-type: none"> <li>• Product usage data captured</li> <li>• Customer usage tracked</li> <li>• Ability to create new product types and control use</li> </ul>	<ul style="list-style-type: none"> <li>• Improved yield management</li> <li>• Success of specific products can be measured</li> <li>• Customer service improved</li> <li>• Targeted e-marketing opportunities</li> </ul>
Quick ROI	<ul style="list-style-type: none"> <li>• Reduced ticket fraud or special pricing abuse</li> <li>• Visible deterrent</li> <li>• ROI usually provided within the first year</li> </ul>	<ul style="list-style-type: none"> <li>• Improved profitability</li> <li>• Not reliant on employees to prevent abuse</li> <li>• Better information available for future sales programs</li> </ul>
e-Card Option	<ul style="list-style-type: none"> <li>• Utilizes Radio Frequency cards no physical checking of customers required</li> <li>• RF cards can be rewritten an unlimited number of times</li> <li>• Customer data can be captured and e-wallet option available</li> <li>• Reduced ticket checking staff</li> <li>• Readers available for tracking at all key entrance and selling points</li> </ul>	<ul style="list-style-type: none"> <li>• Increased customer convenience</li> <li>• Reduced labor costs</li> <li>• Complete resort tracking of customers</li> <li>• Increased sales opportunities</li> <li>• Potential for RF cards to be a profit center</li> </ul>