

# Managing your customer

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



Customers who buy season passes or memberships are critical to the cash flow of your operation. They also represent the best and most loyal group of customers with whom to establish a long term relationship.

It is important to ensure your renewal process is convenient, fast, and responsive. **Pass Express** is the right solution if you issue ski resort or amusement park season passes, recreation facility memberships, club memberships or employee identification. It offers the following advantages:

- Quality picture identification
- Full financial reporting and accounting
- Customer convenience
- Pass usage tracking
- Quality photo pass cards

Pass Express captures critical customer data that can be used for management decision making and marketing campaigns. If the advantages of **Pass Express** are combined with the customer tracking capability of **Lift Express**, and **Tracker Express**, you have the ability to retrieve and use customer data to create new products, manage yield, conduct e-mail marketing campaigns and better identify your best customers.

A convenient addition to **Pass Express** is the e-Sales module **Web Express**. This optional module enables your customers to renew or purchase passes from your own web site. It is simple to integrate and is tied directly to your **Pass Express** database.

## Key Features and Benefits of *Pass Express*

Feature	Description	Benefit
Detailed Financial Reports	<ul style="list-style-type: none"><li>• Capture financial data for each transaction</li></ul>	<ul style="list-style-type: none"><li>• Easy to retrieve sales reports</li><li>• Improved access to financial data</li></ul>
Imaging	<ul style="list-style-type: none"><li>• Customer photos can be stored for future reuse</li><li>• Customers may e-mail new photos avoiding lines at peak times</li></ul>	<ul style="list-style-type: none"><li>• Convenient pass re-issuance process - can re-issue passes through the mail</li><li>• Reduced labor for annual passes</li><li>• Reduced line-ups for improved customer service levels</li></ul>
Expandable Product Database	<ul style="list-style-type: none"><li>• Up to 10,000 pass products can be created</li><li>• Up to 1,000 related products can be added</li></ul>	<ul style="list-style-type: none"><li>• Complete flexibility for marketing promotions</li><li>• Up sell capability with other services</li></ul>



3012 SW 22nd Place • Cape Coral, FL 33914

Phone 239.541.7701

[www.comptrolsystems.biz](http://www.comptrolsystems.biz)

**Key Features and Benefits continued...**

<b>Feature</b>	<b>Description</b>	<b>Benefit</b>
Usage Tracking	<ul style="list-style-type: none"> <li>• Bar Code or Radio Frequency scanning capability through Lift Express</li> </ul>	<ul style="list-style-type: none"> <li>• Yield management</li> <li>• Develop programs based on usage</li> </ul>
Capture Customer Data	<ul style="list-style-type: none"> <li>• Complete customer information available</li> <li>• Can be used to simplify renewal process and up sell</li> </ul>	<ul style="list-style-type: none"> <li>• Create direct mail programs</li> <li>• Track renewal rates</li> </ul>