

Managing your customer

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



Tracker Express works in conjunction with *Pass Express* and *Lift Express*. An important feature of *Tracker Express* is the ability to create “direct-to” products. For ski operators this is a “direct to lift” product; however, the same principle can apply to other industries. The customer avoids ticket line ups by providing a credit card number when signing up for the “direct to” product. When the pass is used, the pass information is captured and downloaded in the evening for credit card processing.

A number of CSI’s customers have effectively used this program to create new products such as multi-day discount cards or frequent user programs. *Tracker Express* can identify “free” days or events to encourage customer retention and increased facility usage.

Tracker Express is combined with *Lift Express* and *Pass Express* to provide a complete customer tracking and marketing solution.

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