

Client focus



Retail Systems **2009**
awards
WINNER

Cineworld, one of the UK's leading cinema groups, improved its customer service with our self service registration and ticketing kiosks.

Project one: Unlimited film registration kiosks

Cineworld worked with us to design, build and implement an eco-friendly kiosk solution that automated the whole registration process of its Unlimited film programme. The kiosks vastly reduce the amount of paperwork and queuing required for registering to the Unlimited film programme and therefore speed up the whole registration process. Customers can easily register for the Unlimited film programme without the need for staff assistance – once registered they can enjoy Unlimited film viewing immediately with a temporary pass printed at the kiosk.

Since installation the kiosks have saved in excess of 1,000 staff hours and new members have increased by 100 per week, resulting in the number of Unlimited sign ups being increased by 10% in just six months.

“The Unlimited programme is a large and important part of our business and distinguishes us from every other cinema company in the UK and Protouch’s kiosks are helping us to advance this programme.”

John Anderson, Cineworld's Marketing Co-ordinator

Project Two: Ticketing kiosks

On the back of the success of the Unlimited kiosk, Cineworld is rolling out Xen X4 kiosks into all of its UK cinema sites. The X4s will be used by cinema goers for ticket purchase and collection and run as either wall or floor mounted units, using the latest Chasis Printer technology for fast printing ticket receipts.

Xen X5 kiosks with:

- 19" touch screen
- Anti vandal keyboard and track ball
- A4 thermal printer
- Web Cam
- Branded laminate
- Utilising Cineworld's unlimited film programme software



Xen X4 kiosks with:

- 19" touch screen
- Chip and pin
- 80mm thermal receipt printing
- Branded laminate
- Utilising Cineworld's ticketing software