Ski Pass Kiosks

By:

BOTROW
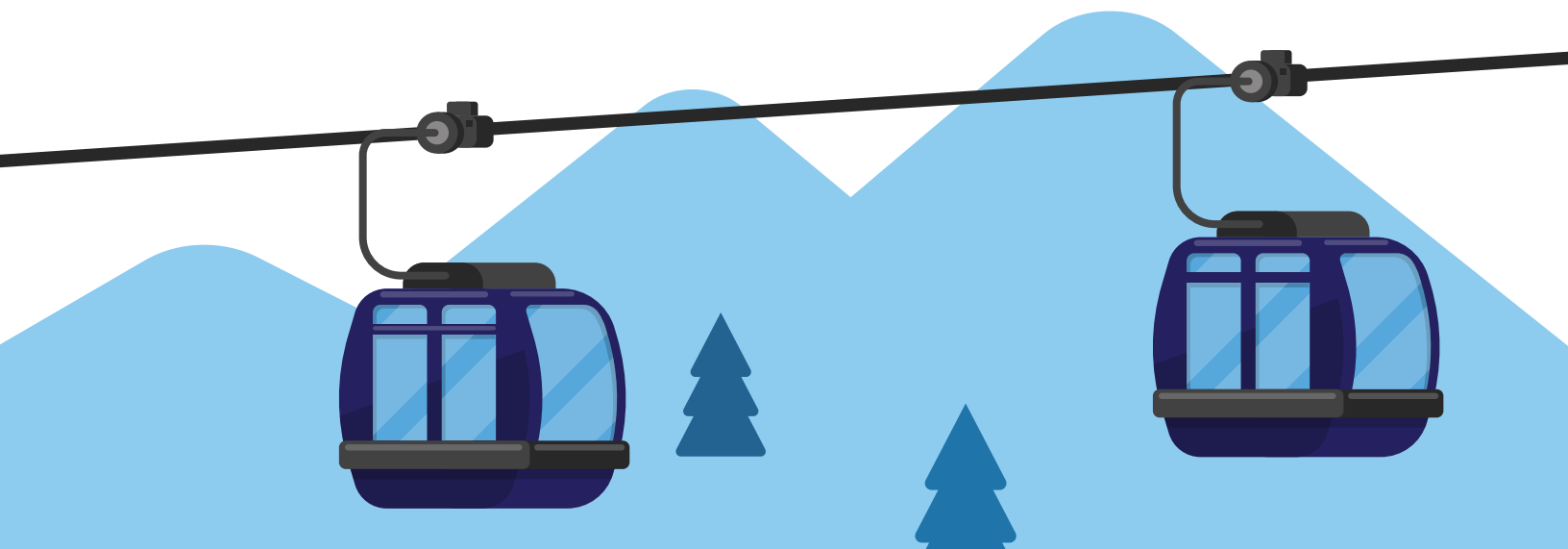TECHNOLOGIES

Table of Contents

BOTROW
TECHNOLOGIES

Company History

Botrow Technologies has been providing payment processing to the self serve market for many years. Each year, our self serve solutions continue to see substantial growth, especially in the ski resort sector.

We have Botrow kiosks deployed throughout Atlantic Canada, and are now expanding into Ontario, and the United States.

With our background in payment processing and self serve technology, we have recently developed a cashless payment solution for the transit industry .

BOTROW
TECHNOLOGIES

Kiosk Benefits

Customer Experience

- Better overall customer experience by getting skiers on the hill faster.

- Eliminate negative first experience for skiers (i.e. long ticket lines).

- Positive experience leads to increased frequency of skiers returning and positive word-of-mouth advertising.

- Skiers love the kiosks - kiosk sales have increased by over 50% annually at each resort since implementation.

BOTROW
TECHNOLOGIES

Kiosk Benefits

Increased Profits

• Increased revenue, by getting skiers on the hill faster - earlier and more overall ski breaks will lead to increased spending.

• Cost savings, by reducing staff, or increased revenue ,by shifting staff to a marketing or revenue generating roll.

• Increased revenue, as kiosks are proven to be more effective at upselling than humans.

Overview

Our ski pass kiosks allow customers to purchase, or pick up an online purchase, in only a matter of seconds.

Our kiosks have been designed so resorts can sell ,either, label tickets or RFID cards. (If you are not currently using an RFID system, but plan to in the future, you will not have to purchase a new kiosk)

If you are using an RFID system, our kiosks will also allow customers to reload their previously purchased passes.

"BOTROW
TECHNOLOGIES

Kiosk Specifications

Model #: BTW-003
Color: Glossy White
Screen Size: 32inch
System: Win 10 Pro
Software: Botrow Liftech
Material: Metal
Printer: 2x 80mm Thermal
Pin Pad: IPP3**20**
Scanner: Barcode/QR code

Optional: Thermal Rewritable RFID Card Printer

BOTROW
TECHNOLOGIES

Pass Options

Labels

Botrow kiosks dispense thermal labels, for non RFID resorts. In order to guarantee compatibility, we require the labels be purchased from us.
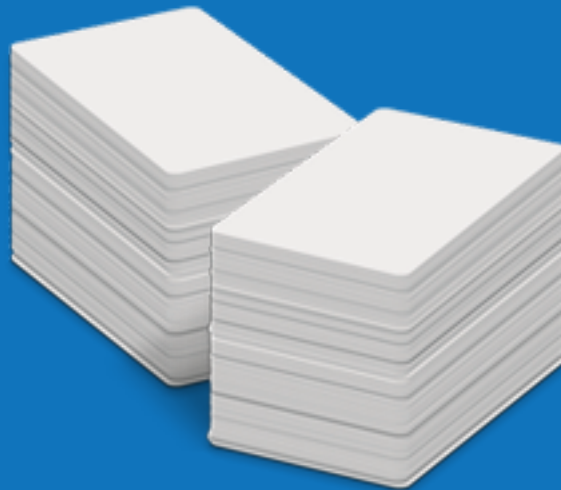
Pass Options

RFID Cards

   Botrow kiosks also dispense thermal re-writable RFID cards. We can dispense both HF and UHF cards.

Fraud Protection

If your resort is concerned about customers buying cheaper lift tickets than which they are eligible (i.e. an adult buying a student pass), we can implement a system where the buyer needs to scan their provincial identification card in order to purchase a pass at a reduced rate.

This feature is not a must, and from the data we have collected over the years, it doesn't appear that people are abusing the system.

Integration

Botrow kiosks can integrate with your POS system as long as the company who developed your POS is open to integration.

Some clients choose not to integrate because they like the idea of their kiosks working if their POS system goes down.

There are postives and negatives to both, but we can go whichever route you would like.

System Requirements

- **Secure Internet Connection (wired)**

- **Power Outlet (120v/60Hz)**

Data Collection

Botrow Kiosks can track the name, age, gender, and address, of customers, when the fraud protection system is implemented.

We can also track how many times a week/month/year a person visits the hill.

Liability Reduction

Botrow kiosks reduce ski resorts liability by requiring customers to accept a waiver before they can purchase a ski pass.

Check with your insurer, as an accepted waiver, should reduce your insurance premiums.

BOTROW

TECHNOLOGIES

Security

We at Botrow take security very seriously. All components to our system are PCI DSS compliant and no card data is stored on Botrow Servers.

BOTROW
TECHNOLOGIES

Contact Information

Botrow Technologies

1 Germain Street, Suite 300
Brunswick Square Business Tower
Saint John, NB E2L 4V1

(506) 654-2642

info@botrow.com

BOTROW
TECHNOLOGIES