

Better Customer Service, More Sales: Self-Service Solutions Offer Many Advantages in Cineplex Cinemas

Cinema operators have also recognized the benefits of self-service. Market leader Cineplex successfully relies on self-service solutions with the efficient and flexible K-two self-ordering terminals from Diebold Nixdorf to offer improved service to their customers.

Thanks to high online ticket purchase rates, customer behavior has changed. Customers allow for less time and arrive shortly before the movie starts. The resulting waiting times for the purchase of catering products can be significantly reduced with self-ordering terminals, giving staff more time to prepare food and beverages. The figures speak for themselves: there is a 10% increase in food and drink purchases.

Overview

CINEPLEX

Wuppertal, Germany

Market leader in Germany
with **91** cinemas in **71** cities

Founded in **1996** as a joint
venture of **26** family
businesses

Revenue: **€230** million/year



CHALLENGES

- Long queues, especially at busy times on weekends or public holidays
- High workload for employees due to parallel cashiering and preparation of cinema snacks
- Time-consuming and expensive cash handling

SOLUTION

- Modern-designed, modular K-two self-ordering terminals as an alternative to the attended checkout
- Easy integration into the existing IT software landscape thanks to open interfaces and an 'open retailing' strategy, which enables quick and easy integration of software partners
- Simple and intuitive operation thanks to appealing graphics
- 32" screen size for optimum user guidance
- Different mounting options for the terminals: double-sided use with stand and single-sided use wall-mounted
- Possibility of language selection
- Gradual introduction since 2020

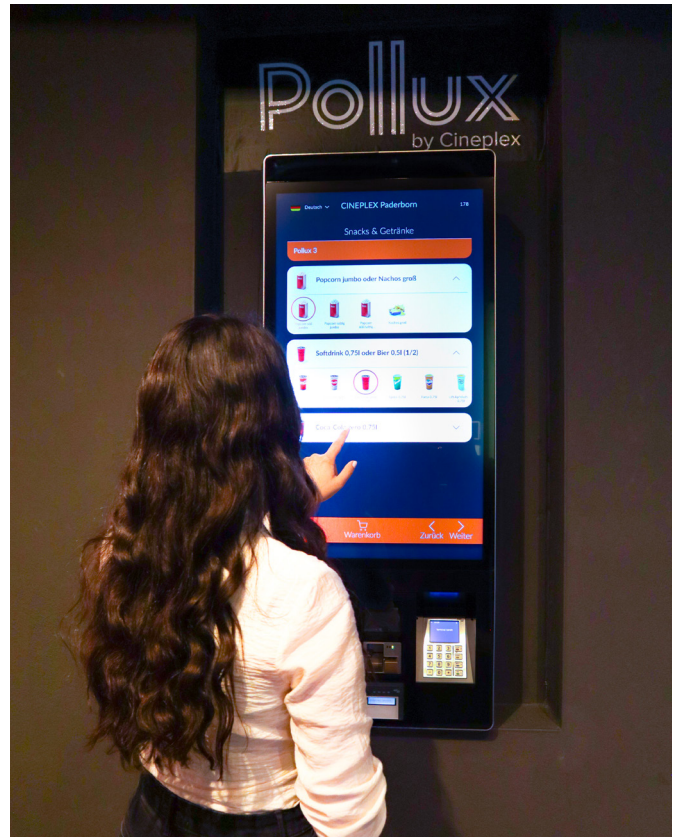
IMPACT

- Quick and easy integration into the existing checkout area
- Optimized customer service due to less queuing, especially at peak times
- Better staff planning and more effective deployment of staff thanks to a greater focus on customer service
- Increased revenue through extra sales of additional products

It is one of the most popular leisure activities: going to the movies. However, the anticipation of an exciting movie and fresh popcorn is often dampened when long queues of visitors wait at the box office and snack counter.

The uncomplicated, convenient, and, above all, fast purchase of tickets and menus is a top priority at Cineplex. With 91 cinemas in 71 German cities, the company is the market leader in the cinema segment in Germany. Cineplex partners rely on modern self-service terminals with intuitive user interfaces to ensure that their audiences enjoy their visit to the cinema from start to finish.

In the past, the cinema operator was confronted with the problem of visitors having to spend a lot of time queuing, both for tickets and for snacks/ beverages, particularly during peak times such as weekends and holidays. This created challenging situations for Cineplex employees: They often had to serve many customers in a short period of time, and they were responsible for preparing food and drinks, as well as handling payment. In addition, the handling of cash often proved to be time-consuming and costly.



ONE SOLUTION FOR MANY CHALLENGES

The pandemic-driven high rate of online ticket purchases is fostering new solutions. In addition to sales at traditional box offices, Cineplex has introduced the K-two self-service terminals from Diebold Nixdorf. Thanks to the intuitive usability of the partner software, moviegoers can quickly and easily purchase tickets and, above all, catering products at the K-two and collect the purchased products at specially converted counters. The solution with its modern design has a screen size of 32" and is used with the help of a stand for double-sided use, e.g., in the box office area, and mounted on the wall for use in cinema shopping arcades. Payment at the terminals is cashless by card or by redeeming vouchers, but customers still have the option of using cash at the tills.

Thanks to the quick and easy integration into the cinemas' existing checkout zones and software landscape, as well as the small footprint required, the terminals can be rolled out quickly and easily. The smooth cooperation with the service partner SCS Schreiber, which is responsible for the entire project management, including service, rollout and maintenance of the systems, guarantees comprehensive support and thus also gives Cineplex a competitive advantage.

IMPROVED CUSTOMER SERVICE THANKS TO LESS WAITING TIME

Visitors benefit from improved customer service, as they have to wait significantly less time to purchase cinema tickets and catering products, especially at peak times. The purchase of catering products via vending machines is a priority for Cineplex when using the machines. Customers also have the option of changing the user interface to different language versions at the terminals. There are also advantages for the employees: they have more time to concentrate on customer service, advice and the sale of other products. Moviegoers can quickly collect finished orders via a "fast lane."

With the introduction of the self-service solution, Cineplex was not only able to improve customer service and reduce the workload of its employees, but sales per customer have also increased, as sales of catering products have risen. Unlike at the counter, which concentrates on advertising a few products, customers have the entire range in front of them.



"We want to offer our visitors a nice, relaxed stay in a pleasant atmosphere, without long and annoying waiting times. This starts with the purchase of tickets and cinema snacks. The self-service terminals from Diebold Nixdorf provide us with excellent support. Our visitors really appreciate the convenient purchase of tickets and catering products thanks to the intuitive operation of the terminals," says Detlef Bell, registered manager at Cineplex Germany. "We were able to achieve an optimal result with their introduction: Fewer queues, but higher revenue thanks to the sale of additional products."

—Detlef Bell, Manager, Cineplex Germany