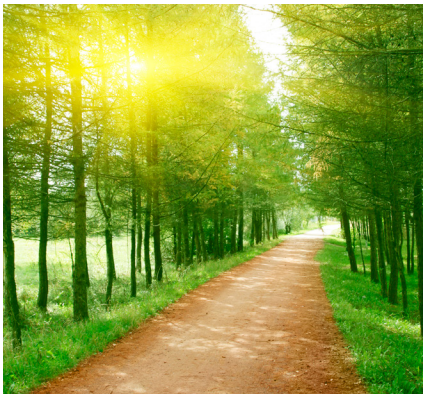


New possibilities for parks.

Enhanced reservations management and related services help you achieve your goals.



What goals does your Parks and Recreation Department have for its future? Reduce costs? Attract more patrons? We can help.

Just because parks are for play doesn't mean it's easy to manage them. Tracking usage and attendance, making sure patrons can reserve spots and services, and fielding inquiries that literally change with the seasons – there's a lot to consider. Many departments reach out for help.

Our extensive expertise means that your patrons receive quick, considerate service through a multi-lingual, multi-channel customer care operation, which can include any of the following depending on your needs: highly trained CSR teams, Web portals, fax, mail, smart phone apps and text messages. All financial transactions are PCI-compliant, providing further safeguards for security and funds integrity.

We minimize administrative headaches by providing a single point of contact, while building strong, experienced teams to deliver all the functionality you need. Depending on your needs and goals, we can deliver a single service such as customer care, or leverage carefully chosen partners to offer an end-to-end solution across a wide range of functional areas:

In conjunction with trusted partners, we have the capabilities to provide a solution that handles everything behind the scenes:

- Service functions:
 - Recreation sales
 - Reservation management
 - Inventory management
 - Fulfillment
- Management functions:
 - Data management
 - Support services
 - User management
 - Analytics/Reporting

- Contact center and online recreation reservation services
- On-site recreation and reservations sales
- Database and reporting management

The right combination of services and systems delivers great results:

- Greater operational efficiency
- Expanded administrative capabilities
- Improved cost-effectiveness
- Improved public experience of your state's parks



Help your customers discover, connect and grow.

Benefits to patrons:

- Easier access to reservations and recreation opportunities online
- Direct communication with trained, capable customer service representatives
- More certainty and greater satisfaction
- One-stop shopping for all parks inventory and sales services
- Allow patrons to more easily discover the parks around them, plan trips to visit those parks and share their experience with others

Benefits to parks management:

- Tracking and analytics that deliver information on visitation, demographics, and areas for improvement
- Opportunities for communication with and outreach to customers
- A path to meeting your goals for increased attendance and more revenue opportunities

An Integrated, Comprehensive Solution

We pull together every element of reservations management and recreation sales. A single data stream for all inventory, sales, reservations, and customer accounts means accurate information for you and excellent service for patrons – online, by phone, and in the parks themselves. This allows the entire reservation and sales operation to work as a seamless whole. The core system provides ease of use and configurability – giving you flexibility to quickly update the system as your business rules change, in one location or everywhere. System backup provides data continuity and disaster recovery capabilities, so your data is safe, no matter what.

Business Intelligence and Analytics

The right data helps you see the big picture in the details. The solution makes static data actionable, so you can deploy it for outreach, planning, and transformation efforts. The data is standardized, cleansed, and delivered in the format you need. Customer, sales, and integrated financial information is at your fingertips, available through robust reporting functionality.

Ways to Engage the Public

Tracking what's happening is part of the solution, but taking active steps to improve what's happening is also essential. We offer proven approaches for engaging new and repeat customers, including social media campaigns, surveys to solicit patron feedback, targeted outreach to specific demographics, and local business partnerships. Drawing on the data capabilities of our team's solution, you can design and implement highly focused marketing programs, then measure their effectiveness.

Our Track Record

Working shoulder-to-shoulder with our public sector clients and partners, we deliver powerful solutions that improve the lives of citizens across the country and around the world. When a customer wants answers, we have them. In addition, our process improvements speed up typical processing time, delivering better results for you, your staff, and the patrons who enjoy your parks.

