

Moviegoers jump the line



Overview

■ **The Challenge**

Implement a flexible voice response foundation to provide moviegoers down under with a convenient, quick, reliable way to reserve movie tickets from anywhere at any time

■ **The Solution**

IBM WebSphere® Voice Response with DirectTalk® Technology

■ **The Benefit**

Improves employee efficiency and overall service at cinemas, increases customer loyalty and call volume, eliminates long lines at the box office

It is a cold and rainy night. A line of people forms in front of the theatre for the movie you want to see. You get in the line, which seems to take forever to move. It is not until you finally get to the ticket window that you discover that your choice is sold out. Disheartened, you make your way to the coffee shop and wonder if there could be a better way.

Wouldn't it be so much easier if you could use your phone to check the availability of tickets, and then reserve and pay for them at your convenience?

IBM WebSphere Voice Response takes star billing

Faced with this challenge, Australia's three largest cinema companies — Hoyts, Greater Union and Village — formed a joint venture called Movieline, to provide customers with a solution, build loyalty and make ticketing more efficient.

With the help of Movieline, moviegoers can now buy tickets by simply making a phone call. Movieline directs callers through menu selections to select, reserve and pay for movie tickets. The service uses WebSphere Voice Response system to guide callers to the most appropriate option. They can either search for a film or go directly

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*Sunil Aranha, CEO
Movieline*

to a list of screenings in their area. From there, they can get additional information about screening times and cinema locations as well as use a credit card to pay for the tickets up to a day in advance. Movieline has a high quality text-to-speech technology that produces clear messages with minimal load on the system.

Movieline uses a new infrastructure and telephone system that provides customers with a service they can reliably use at any time and place that is convenient for them. As an alternative way of selling tickets, it improves the efficiency of cinemas.

Movieline is a fan-pleaser

The IBM solution is part of the Foundation Products group within the IBM Product Suite for Customer Relationship Management (CRM). IBM National Call Center Software Manager, Jim Hollier, says that Movieline demonstrates that consumers are increasingly comfortable conducting transactions over the phone.

"Movieline is part of a successful trend which proves that well-managed customer relationships are accurately reflected in increased sales and can be used to differentiate businesses, including in the entertainment industry," says Hollier.

WebSphere Voice Response can ensure a good customer experience is consistent with high quality service delivery. By automating the answering procedure, the number of calls

handled can be significantly increased. By offloading the responsibility for routine calls, employee efficiency can be improved. Cinema staff can focus instead on face-to-face customer activities.

WebSphere Voice Response is a versatile, powerful voice processing system that lets Movieline build, execute and manage a wide range of integrated applications. It can provide consistent quality and the ability to handle far more calls than could normally be answered by the staff. At Movieline, WebSphere Voice Response is configured to handle up to 5,000 calls per hour with more than 99 percent reliability.

WebSphere Voice Response has provided a high return on investment. The cost of implementation is being quickly recouped due to much lower transaction costs, thanks to the automation of calls that were formerly handled by call center agents.

Movieline CEO Sunil Aranha says, "The concept behind Movieline was born out of our customers' needs to have an alternative source for information and ticket purchases. It is a needs-driven and simple-to-use system that is futuristic and flexible enough to meet the needs of customers both present and future. This belief has been vindicated by the high level of customer acceptance. We are now receiving up to 200,000 calls a week nationally and have at least one million regular users," he says.

To learn more

For more information about how IBM can help your business take advantage of conversational e-business, call your local IBM Sales Representative, contact an IBM Business Partner specializing in voice at ibm.com/software/voice/partners/list or visit ibm.com/software/voice, call us in North America at 1 800 Talk-2Me or outside North America, e-mail Talk2Me@us.ibm.com.



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