

# Case Study

## Merlin Entertainments

### Key Highlights

- 15% increase in call quality and customer satisfaction
- Shorter average call handling time
- Freedom to sell any ticket combination
- 25% increase in global sales
- Reduced training costs



Merlin Entertainments Group is the second largest company globally specialising in visitor attractions and family entertainment. Merlin's multi-national operation encompasses some of the best known global visitor amusement parks and attractions, including Madame Tussauds, Legoland, Sea life, the Dungeons and more.

"CallScripter has allowed Merlin Entertainments to grow its pre booked sales globally within our contact centre environments, exceeding all expectations whilst meeting our customer needs. Merlin Entertainments currently has contact centres based in the UK, Germany, Australia and the USA. Installing CallScripter into these regions has been an extremely simple process which ensures we are sharing best practice booking processes throughout all our call centres globally."

Steve Messenbird,  
Global Contact Centre Director,  
Merlin Entertainments Group

### The Business Need

Merlin Entertainments Group own and operate many household name attractions across the world. Madame Tussauds, Sea Life Aquariums, Legoland, The London Eye amongst many others. They operate in Europe, Australia, Asia and USA.

The business was restricted by the booking technology. It was not possible to place bookings across multiple attractions or take payments that spanned such bookings. Each booking was being processed manually and individually. Merlin is actively growing and opening new attractions all the time so the problem was only being compounded. The contact centre was becoming a bottleneck and intensive to operate.

The ideal way forward was to find a solution that could remove these restrictions, make the contact centre run smoothly, and of course allow the customers to buy the tickets they wanted!

The CallScripter based solution was introduced to a 50 seat contact centre in Chessington, United Kingdom. After this pilot project was successfully completed, Merlin decided to deploy CallScripter globally to streamline the booking process, reduce agent training times, increase productivity and maximise sales.

### Solutions

CallScripter used their powerful scripting software capabilities to provide a single interactive desktop application capable of real-time communication with all the attraction ticketing servers.

It allows the business to react to customer demand, build multi-attraction ticket packages, monitor sales and rapidly put promotions in place.

The agent's job is now easy and they can focus on making the customer experience better. Ticket confirmations and reminders are automatically sent to customers via SMS or email, and repeat customers benefit as their details are on hand.

### Results

Since fully utilising the CallScripter application, Merlin's call quality and customer satisfaction ratios have improved from 70% to 85%. Revenue from global ticket sales has increased by an amazing 25% due to shorter faster calls and the freedom to sell any ticket combination. Training costs have been slashed.

CallScripter is a market leading provider of unified agent desktop, scripting and process optimisation software for the contact and customer service industry.

visit [www.callscripeter.com](http://www.callscripeter.com) for more information.