Case Study

Enabling a theme park operator to manage
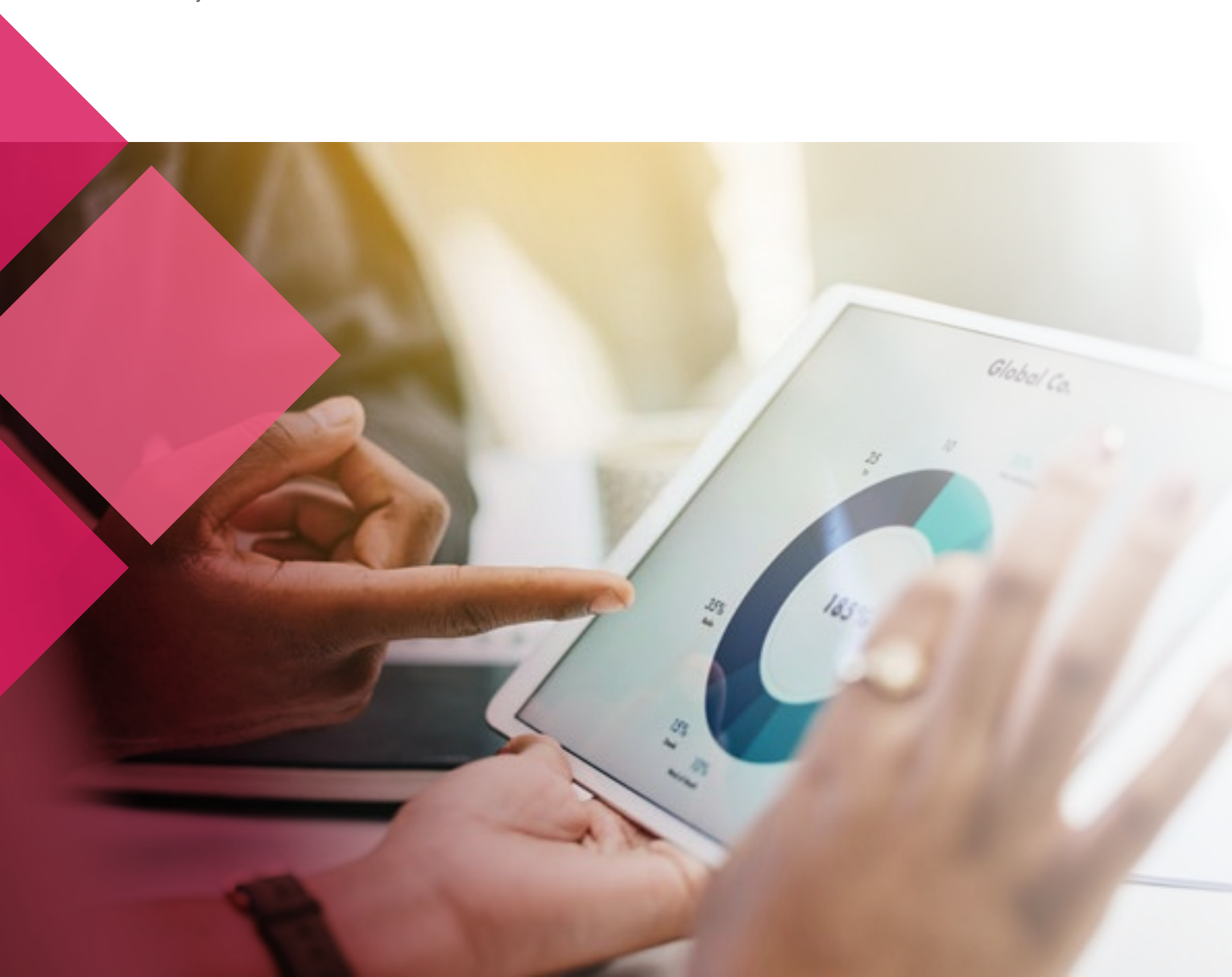30 processes with 450 steps efficiently

Introduction

Effective collaboration is the foundation for many revenue-boosting activities. Pricing optimization, market share enhancement, sales operations fine-tuning – all of this needs frequent and transparent communication across companies' various departments. If not? Even the best growth strategy won't be successful.

Situation & Objectives

That's why one of Simon-Kucher's clients, a multinational company in the leisure industry, needed a communication and process management platform. The company's challenge was to include different organizations and locations to enable the seamless execution of core revenue management processes. We configured our digital platform that ensures transparent tracking and management of top-line activities on a granular level as well as with a wide overview.

Approach & Solution

Taking into account that the revenue management processes vary widely in frequency, scope and complexity – from daily, channel tasks to region-wide yearly processes – we had to make sure to offer a solution that provides as many details as possible without losing sight of the big picture. The Smart Whitebox is delivering exactly that.

The Smart Whitebox: Allows processes to happen more efficiently and collaboratively. Enables users to independently create, add, change, and remove processes, resources, and routines according to their requirements.

Overview

Allows for automatic tracking of region-wide and local processes

Support

Enables experts to easily see pending tasks & managers to quickly review progress and content

Step-by-Step

Each process is broken down into phases and tasks, with specific guidelines that help retain best practices

Learning

All necessary resources are integrated within tasks, increasing efficiency and ensuring best practices are followed

Impact

Manages ~30 processes and routines, encompassing ~450 individual steps

Our solution – the Smart Whitebox – was able to quickly give our client's team members in countless locations a transparent view of core revenue management processes. Even at this moment, more and more processes are being added to the platform in order to be managed successfully. What's more, constant improvement is applied to each depicted step according to day-to-day learnings.

Simon-Kucher Engine combines over thirty-five years of unique monetization expertise with proven digital solutions that fit to you.

What we do

It's simple. We power businesses' growth. Through our digital technology and business-oriented thinking, delivered as a service. Straightforward and built to achieve the results you need – quickly and reliably.

What we deliver

Easy to use products: Cloud-based software as a service products, easy to use and implement.

Tailored solutions: Designed to help our clients grow and adapt to the ever-changing digital landscape, achieving the results they need.

If you want to use digital products to accelerate your company's power, find out what our solutions can do for you. We support your business with intelligent engines, smart toolkits, and intuitive platforms – all quickly and reliably delivered by our team of product managers, developers, and engineers.

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