engage by cell

MOBILE SERVICES FOR
AMUSEMENT PARKS AND ATTRACTIONS

TICKETING

COUPONS

TOURS

SECURITY ALERTS

SCAVENGER HUNT

AUGMENTED REALITY

PAYROLL

ONBOARDING

TRAINING

MOBILE SERVICES FOR
AMUSEMENT PARKS AND ATTRACTIONS

FIND LOST CHILDREN
WITH TEXT MESSAGING FOR SECURITY TEAMS

Lost Child Reported:
Bobby James 3yrs 3'7"

I've got him! Please inform the parent to meet us at the main office

PROBLEM:
Children can become separated from their parents in large venues or at events. This is traumatic, dangerous and requires a fast response.
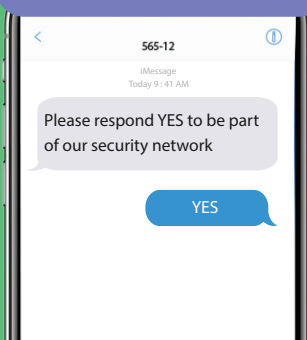
OUR SOLUTION:
We offer an easy way to send text message alerts with a photo of a lost child to their security staff, helping to find the child quickly.

HOW IT WORKS

STEP 1
Create today's list of security team contacts

565-12
iMessage
Today 9 : 41 AM

Please respond YES to be part of our security network

YES

Every morning our system sends an opt-in text to security team members confirming list participation for the day.

STEP 2
Send photo/text message alert of missing child with a description to team

565-12
iMessage
Today 9 : 41 AM

Lost Child Reported: Bobby James 3yrs 3'7"

When a parent reports missing child to a member of security, a text is sent with an image into our system. We then forward the message to the security staff.

STEP 3
Security staff responds with updates

565-12

Today 9 : 55 AM

I've got him! Please inform the parent to meet us at the main office

Security personnel are able to stay up-to-date on status and report when the child is safe and sound.

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FIND SUSPICIOUS PERSONS
WITH TEXT MESSAGING FOR SECURITY TEAMS

Wach out for suspect!

I saw him near the Carousel

PROBLEM:

It's difficult to get all teams notified immediately and efficiently when an issue or danger arises on site.
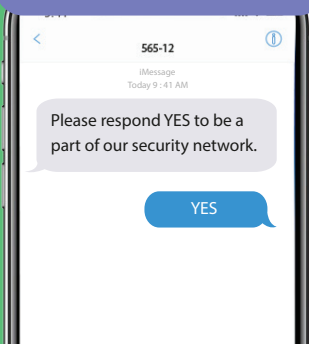
OUR SOLUTION:

Send a group text message with an image to security teams, reporting a suspicious person. Security personal on call can text back relevant information.
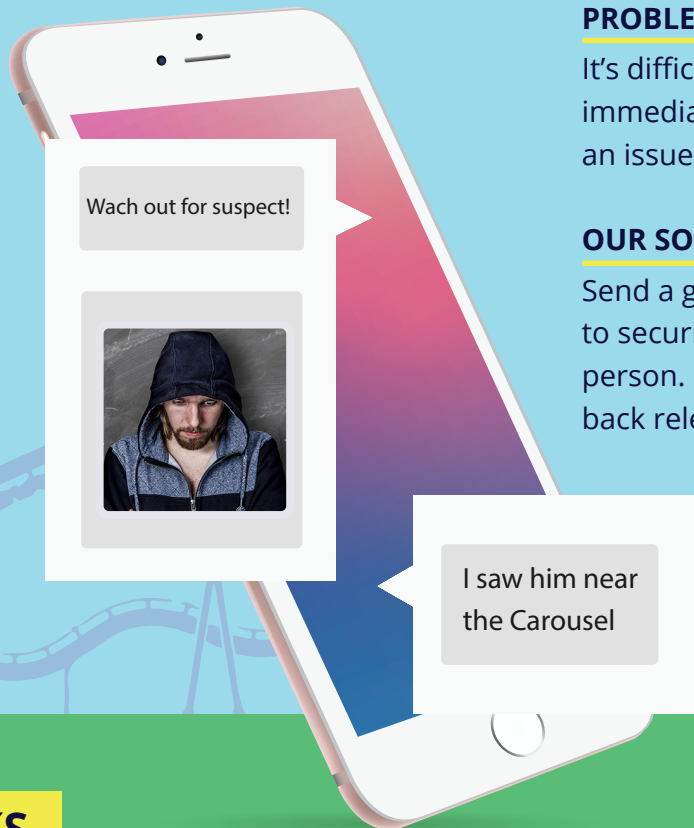
HOW IT WORKS

STEP 1
Create today's list of security team contacts

565-12
iMessage
Today 9 : 41 AM

Please respond YES to be a part of our security network.

YES

Every morning our system sends an opt-in text to security team members confirming list participation for today.

STEP 2
Team member sees suspicious person and alerts others

565-12
iMessage
Today 9 : 41 AM

Suspicious peron seen near to the Roller coaster
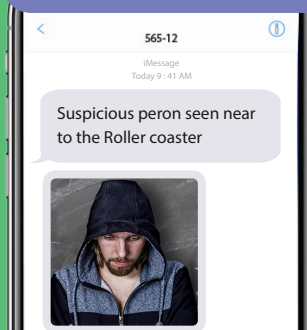
When a suspicious person is spotted, a security member sends a text with photo to other members of security team.
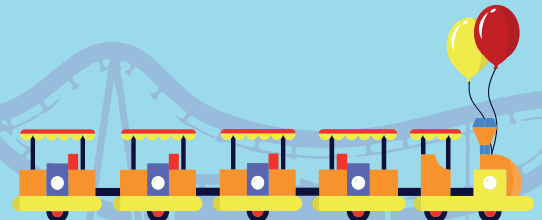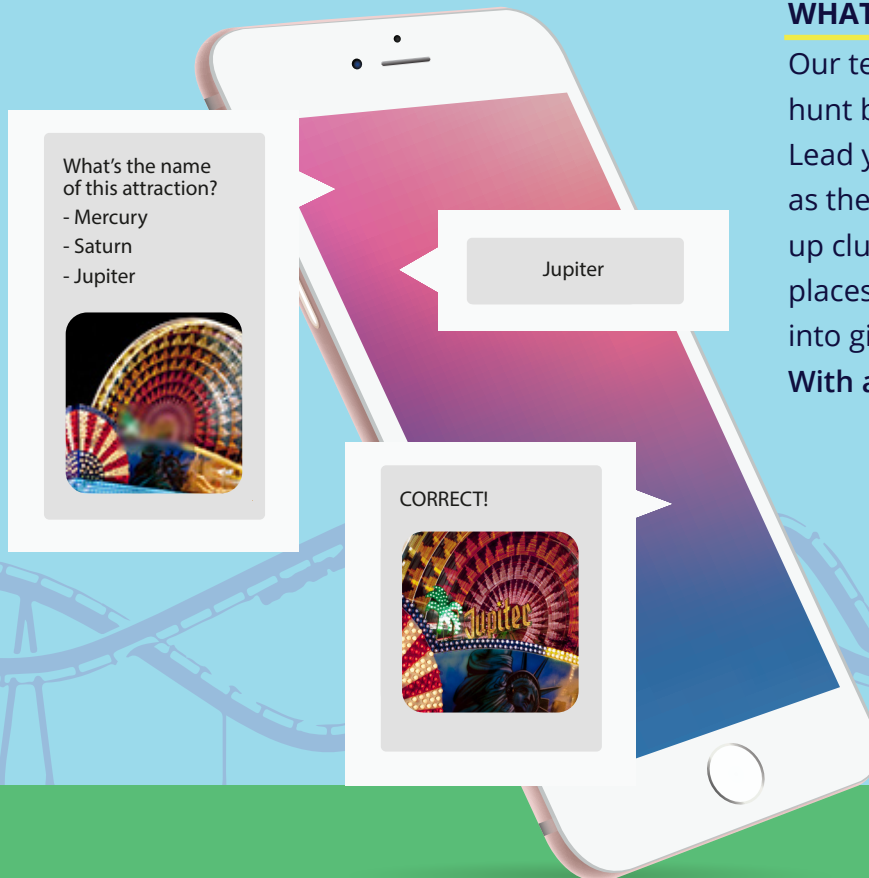
STEP 3
Members respond with updates

565-12

Today 9 : 55 AM

Suspicious person is heading to Ferris wheel

Group is able to stay up-to-date on status and report when suspect has been apprehended via text message.

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SCAVENGER HUNT

What's the name
of this attraction?
- Mercury
- Saturn
- Jupiter

Jupiter

CORRECT!

WHAT IS IT?

Our text message/smartphone scavenger hunt brings a fun challenge for all ages. Lead your visitors through your venue as they become amateur sleuths picking up clues one-by-one. Direct guest to places they might not venture, into gift shops or restaurants.

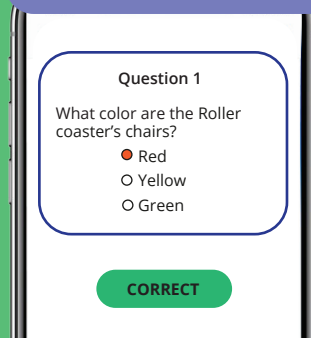**With a scavenger hunt, the game's afoot!**

HOW IT WORKS

STEP 1

565-12

iMessage
Today 9 : 41 AM

HUNT

How many horses does the
carousel have?

A) - 10
B) - 15
C) - 20

User texts a keyword to a short code and immediately receives a text with their first clue with multiple-choice answers.

STEP 2

Question 1

What color are the Roller
coaster's chairs?
● Red
○ Yellow
○ Green

CORRECT

The entire "hunt" can be conducted either by text message or on smartphone pages you build on our platform.

STEP 3

Question 2

What's the name of this
attraction?
● Jupiter
○ Mercurio
○ Saturn
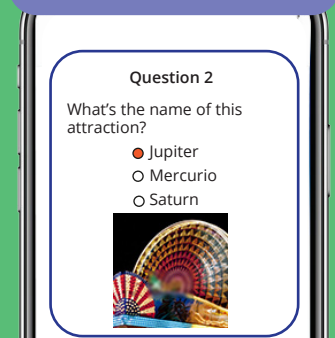
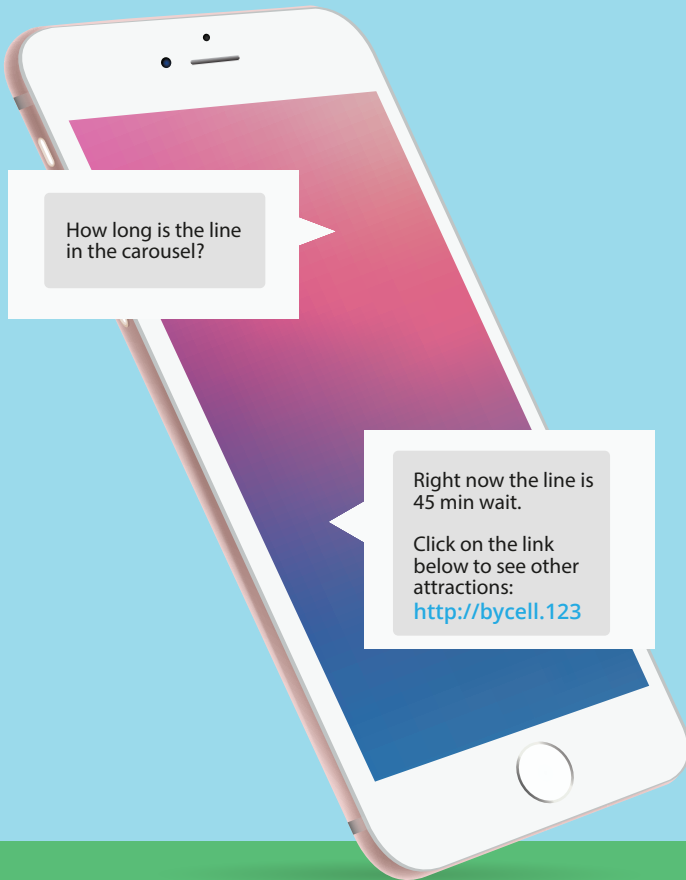The user answers the question and is given the next location to find where they can look for clues and repeat the experience.

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TEXT MESSAGING SERVICES
FOR VISITORS

How long is the line in the carousel?

Right now the line is 45 min wait.

Click on the link below to see other attractions:
http://bycell.123

WHAT IS IT?

Visitor engagement through text messaging is the future of communication and the future is now! With 98% open rates compared to open rates around 20% email, it's a no brainer that you need to find a way to use the device already in hand.

USES
- Contact collection
- Digital coupons
- Links to ticketing site
- Reminders on upcoming events
- Recruit seasonal workers
- Sequence text
- Different promotions during the day

BENEFITS

| **BETTER THAN EMAIL**	**SIMPLE USER SIGN-UP**	**SMART RESPONSE AUTO REPLY**	**SEND TEXT MESSAGE DRIPS**
98% open rate vs 20% for email	One text to opt in to a list and reply "stop" to opt out	Different keywords will return different replies	Schedule future texts by calendar date or SMS sequence

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AUGMENTED REALITY

WHAT IS IT?

Augmented Reality (AR) uses a mobile device to access hidden content and interactions for exhibits and marketing. Unlock animations, videos, and games. It's highly engaging and creates memorable experiences at your venue.
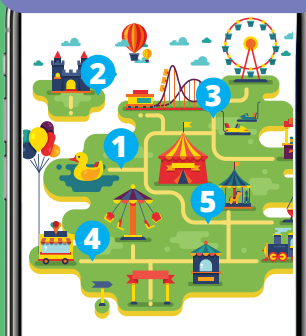
HOW IT WORKS

STEP 1

POINT YOUR PHONE HERE
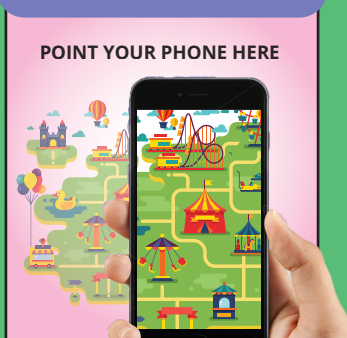
Using the AR native app, the user points their phone at an image with AR content.

STEP 2

Upon recognizing the image, the phone triggers AR content.

STEP 3

AR content can come in the form of animation, informational overlays, face filters, games and more.

TEXT MESSAGE
PROMOS + COUPONS

COUPONS

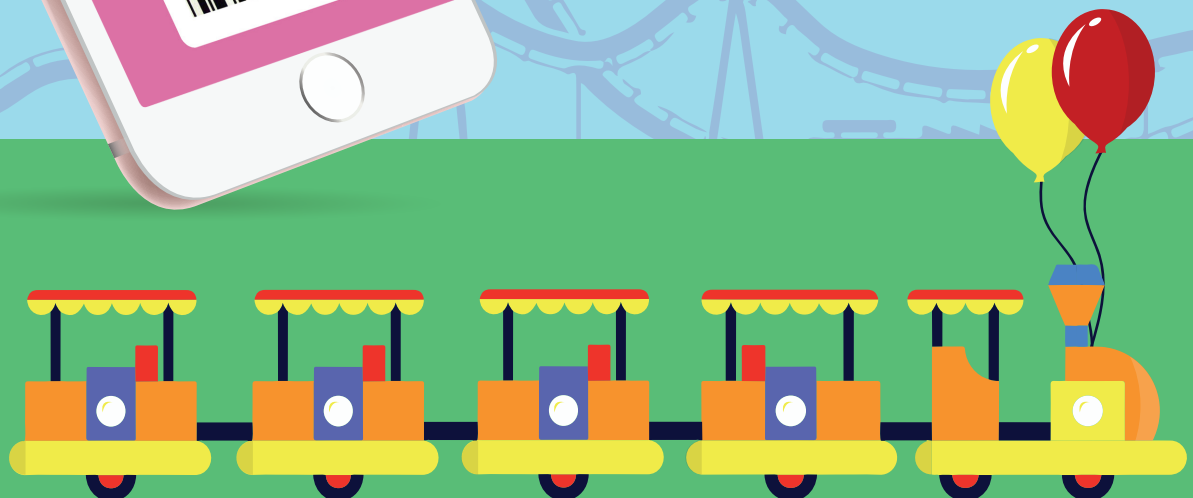**BUY ONE**
Get One
FREE

WHAT IS IT?

Incentivize your visitors by asking them to them text in a keyword to a shortcode. Once they have opted in you can communicate by pushing out text messages with content for event reminders, membership info, coupons, and information about future visits.
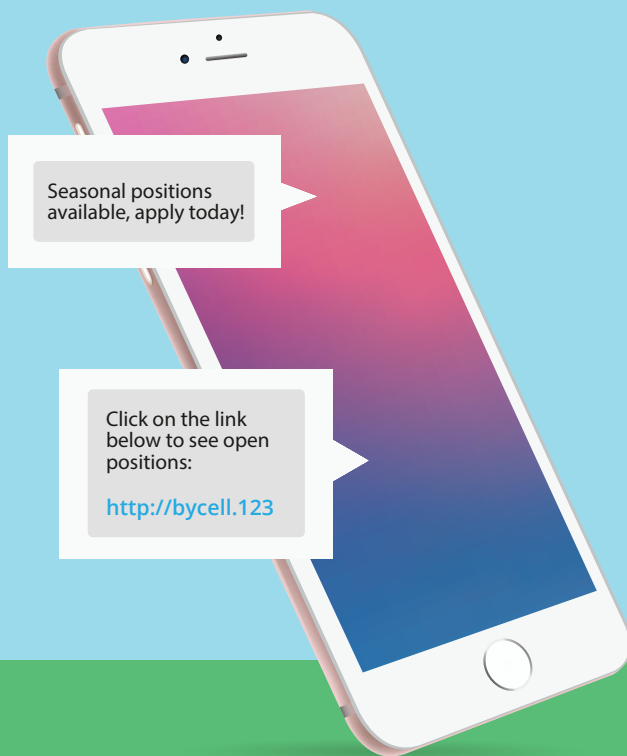
BENEFITS

- Coupons
- Reminder of events
- Buy ticket in advance
- Basic navigation

- Food promos
- Show schedule
- Come back for discount
- Become a member

INTERNAL COMMUNICATION

Seasonal positions available, apply today!

Click on the link below to see open positions:

http://bycell.123

WHAT IS IT?

The world has gone mobile. Employees are not available 100% of the time on email and you may even have employees with job roles that don't requires email communication. However you do still need to communicate with them. Use text messaging to provide them with reminders, help fill shifts when employees call in sick, for weather alerts, and even staff onboarding and training.
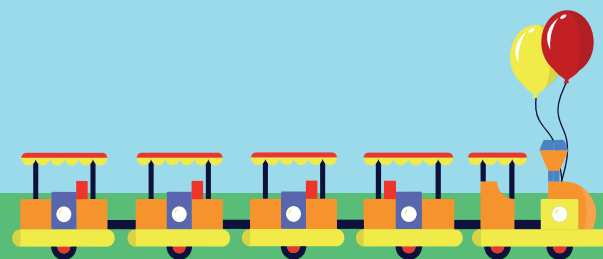
GENERAL NEWS

- Text all visitors about company news, events, emergencies and new developments.

ONBOARDING

- Schedule text welcome messages to new hires before they start.
- Create a new hire mobile handbook or take selfies of the new employees.

RECRUITING

- Applicants can text in to sign up for job postings. Push texts about new jobs.

EMPLOYEE RETENTION

- Use text messaging to communicate with employees who do not have a corporative email address.
- Create mobile websites in multiple languages for your many employee nationalities.

TRAINING & DEVELOPMENT

- Use text messaging for performance support.
- Create five-minute micro-lessons for booster learning.

COMPENSATION & BENEFITS

- Create mobile benefit guides available to employees at any time.
- Communicate changes to policies during open enrollment by text message.

PAYROLL

- Empower employees to report their hours worked by text message.
- Create mobile-friendly payroll guides.

WORKFORCE SAFETY

- Create mobile safety manuals.
- Deliver safety tops and reminders via text messages.

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MOBILE GUIDES

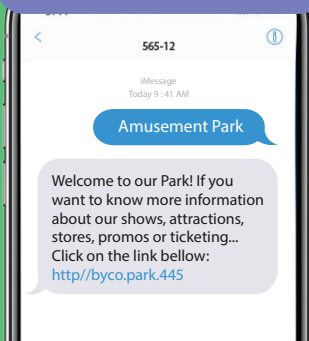### CREATE A RICH AND ENGAGING INTERACTIVE EXPERIENCE IN MINUTES

SMARTPHONE TOURS

Visitors can access various stops by navigating in the smartphone tour menu. You can **share additional content** about your venue, such as videos, photos and more. Use our **GPS Mapper** to showcase visually all your points of interest. Create **games,** contests and **polls.**

YOU ARE HERE

HOW IT WORKS

STEP 1

565-12

iMessage
Today 9 : 41 AM

Amusement Park

Welcome to our Park! If you want to know more information about our shows, attractions, stores, promos or ticketing... Click on the link bellow: http//byco.park.445

User texts a keyword to a short code and receives a text with a link to access the mobile web site.

STEP 2

TICKETING   COUPONS   MAP

GAMES   TOURS   SHOWS
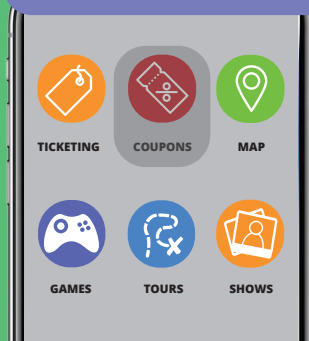
All information about your phone is at your visitors finger tips. Any kind of content can be housed on a mobile web page.

STEP 3

20% OFF
ON ENTRY TICKET

Visitors can receive coupons, use GPS to see all points of interest, and even view videos or photos.