

Oi-Qaragai:

Modernization with Axess

The ski resort Oi-Qaragai Lesnaya Skazka east of the metropolis Almaty, belongs to one of the most beautiful areas in Kazakhstan. For the 10th anniversary, the management of the resort decided to renew the access systems with Axess.

Winter sports enthusiasts, whether snowboarders or skiers, have 13 kilometers of slopes for different levels at their disposal. A total of 11 lifts can transport up to 9000 guests per hour. The ski resort is particularly family-friendly and offers its guests a balanced leisure program all year round. From a ski resort in winter to a rope and climbing park in summer, there is something for everyone.

Guests of the Oi-Qaragai Lesnaya Skazka Resort have access to a wide range of ski rental equipment. With Axess **RESORT. RENTAL**, guests are offered a fast sales process as well as a safe and standardized service. The administration of guest data as well as the recording and processing of rental orders is done centrally and

offers process optimization for both individual and group rental.

If additional ski or snowboard lessons with instructors are required, they can be booked directly at an Axess **SMART POS** on site or online by a guest. With just a few clicks you can choose and book your personal ski lesson. The comfortable time management suggests free timeslots during the booking process and shows the status of available ski instructors. In case of a change or cancellation of an appointment, guests and ski instructors can be informed directly via push messages like SMS or mail.

Since November 2020, three Axess **PICK UP BOXes 600** have been providing

tickets previously purchased in the Axess **WEBSHOP**. They can be set up anywhere



Axess SMART PAD 600

in a ski resort and offer guests the possibility to print out a previously purcha-



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sed day or week ticket within seconds. This process is completely contactless: just hold the code to the scanner and you have your ticket in your hands.

In addition, 49 AX500 **Smart Gates NG** were installed throughout the resort. At the entrance to the ski lift, antennas at the gates recognize a valid RFID ticket and trigger the opening of the barrier. One passes through the turnstile without touching it. Sensors detect that a per



AX500 Smart Gates NG

wson is approaching and open the gates. Further sensors detect when a person has passed through and close the gates again.

In addition, 16 Axess **SMART PADs 600** and 13 Axess **SMART PRINTER 600** were installed. The **SMART PAD 600** is used to read and write data such as RFID chip cards and transponders. An integrated controller makes card checking both online and in stand-alone operation child's play. In addition to its speed, **SMART PRINTER 600** impresses above all with its slim design and functional diversity. The system prints, deletes, encodes and reads tickets in ISO 15693 and ISO 14443 formats in a single step.

Axess **RESORT.F&B** has made a significant contribution to the further development of the ski resort offering. The clearly arranged checkout interface is adapted to specific requirements and thus enables efficient working. In addition to the optimal integration of order and merchandise management, the software also provides a clear overview of the warehouse. Stocks can be easily added and deducted, which additionally facilitates reordering and stocktaking.

Guests of the resort receive all information about the weather, gastronomy highlights, events, offers or ticket information directly on their smartphone via the Axess **CONNECT.APP**. The users can also act directly: Buy tickets, book offers or share the experiences on their own social media channels. By networking with the guest's customer profile, the guest receives an individual leisure program tailored to his or her personal preferences.

Axess **CONNECT.CRM** enables the systematic design of customer relationships and helps to improve the interaction with guests. The data is recorded centrally in the Axess **DATACENTER**. As an operator, you get to know the needs of the customers even better and are therefore able to offer the best possible service. After reporting, news can be sent directly to the guests via SMS or e-mail with the integrated, user-friendly newsletter tool. In addition to newsletter marketing, **CONNECT.CRM** also offers customer retention by means of gamification. Here a level-based success system is used, which promotes interaction with the guests.

For the Oi-Qaragai Lesnaya Skazka Resort, these innovative solutions from Axess were the most important factors for the modernization of the existing system.



Axess PICK UP BOX 600

- ➔ Axess **RESORT.RENTAL**
- ➔ Axess **SMART POS**
- ➔ Axess **PICK UP BOX 600: 3**
- ➔ Axess **WEBSHOP**
- ➔ Axess **TVM: 7**
- ➔ **AX500 Smart Gates NG: 25**
- ➔ Axess **PARKING: 6**
- ➔ Axess **SMART PAD 600: 16**
- ➔ Axess **SMART PRINTER 600: 13**
- ➔ Axess **CONNECT.APP**
- ➔ Axess **CONNECT.CRM**
- ➔ Axess **DATACENTER**