

# increasing customer retention and acquiring new ones

More cinema custom on the cards

**When Cineworld wanted to increase customer retention and cinema admissions, they decided to review their Unlimited affinity card scheme.**

Working with Atos, Cineworld now has a complete solution for managing current customers, acquiring new ones, launching affinity card products and generating new revenue streams.



# Number one at the box office

Cineworld Group was founded in 1995 by the current senior management team and is now one of the leading cinema groups in the UK. The group currently operates 75 sites of which 71 are multiplex sites with five screens or more.

The portfolio includes five out of the eight highest grossing cinemas in the UK and Ireland including the number one and two (Glasgow and Dublin).

In 2008, Cineworld accounted for 45 million admissions.

## Cineworld Unlimited

The Cineworld Unlimited Card is the only cinema subscription scheme in the UK. By signing-up for 12 months, cinemagoers can see as many films as they like in a month at any of the group's cinemas. Subscribers also receive a fortnightly e-newsletter with coming attractions and special offers, and they can purchase an annual card as a gift.

The Unlimited scheme had been running for six years when, in 2006, Cineworld conducted a comprehensive review of the scheme's suppliers. The purpose of the review was to:

- ▶ Ensure the latest technological developments are used to full advantage
- ▶ Increase flexibility and responsiveness from suppliers to improve customer service levels for Unlimited subscribers
- ▶ Gain better control of the costs associated with fulfilment of the Unlimited offer.

Following the review, a competitive tender was issued and Atos was chosen to manage all the services associated with the Unlimited scheme.

## Why Atos?

Complete management of business-to-consumer membership, subscription and payment services is a core competence for us. One that we constantly demonstrate through our ongoing relationships with major leading brands. We take on, solve and deliver everything that is needed to accomplish application, fulfilment, financial reconciliation and customer service for cards and payment services - all based on the latest technology and the ability to continue developing the delivery of card services.

## Our solution

The first part of our solution is strictly consultative - because we need to understand the vision, goals and strategy in order to then implement the specific requirements. Working together with Cineworld, we identified the opportunities for growing revenue that our solution would deliver:

- ▶ Acquiring new customers and creating long-term customer loyalty
- ▶ Flexible customer and product management
- ▶ Encouraging customers to see a wider range of films for less cost, so reducing the risk of them going to competitor cinemas
- ▶ Addressing the seasonality of film going and revenue income
- ▶ Launching new products and revenue streams.

We then implemented a total solution tailored to Cineworld's requirements. From running a seven-days-a-week customer support centre to creating a web portal that enables customers to register and pay their Unlimited subscription online, or a telephone registration process with credit and debit card payments, our combination of front and back-office services deliver an entire affinity card outsourcing facility for Cineworld.

Since the initial launch Atos has worked closely with Cineworld to deliver additional services and benefits. We have extended the registration capability for the Unlimited Card to allow customers to apply using a standalone kiosk positioned in the cinema foyer, enabling customers to register immediately and receive a temporary card while reducing paper application processing and queues at the cinema box office.

## No up-front investment

We offer a unique and flexible business model in which we amortise both development costs and ongoing operational costs over the life, or part of the life, of a contract. In some cases we may charge a monthly operations fee, but otherwise we charge per card transaction - pay per usage - either minimising or eliminating the need for front-end investment.





## The benefits

As well as having a tremendously efficient scheme that is attracting thousands of new members each month, Cineworld also has a technology platform that delivers a variety of further benefits:

- ▶ **Seamlessly efficient management of new and existing customers**
- ▶ **A detailed picture of customer segments and purchasing behaviour**
- ▶ **Faster route to market for new products**
- ▶ **The ability to track product pilot schemes and then adjust sales and marketing**
- ▶ **Complete legal compliance with data protection and privacy legislation**
- ▶ **Allows Cineworld to concentrate on core cinema business.**

All of these benefits are delivered at reduced cost and without the need for Cineworld to invest in new technology now or in the future. And we are working alongside Cineworld to identify, pilot, test and implement new customer products that will help the Unlimited scheme live up to its name.

## Next steps

If you would like to find out more about Atos business-to-consumer membership and payment services, please call +44 (0)20 7830 5444 or email [Info.WorldlineUK@atos.net](mailto:Info.WorldlineUK@atos.net)

“Through Atos, we will be able to provide our customers with an innovative, flexible, responsive and easy-to-use service, which will clearly differentiate us in the UK marketplace and will help us to increase admissions and win new customers.”

**Justin Skinner, Head of Marketing,**  
Cineworld Cinemas Ltd.

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# About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services.

Atos is focused on business technology that powers progress and helps organisations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting, Atos Worldline and Atos WorldGrid.

For more information, visit: [atos.net](http://atos.net)