

case study

Cinemex

Cinemex Improves Customer Service, Increases
Ticket Sales With ACI Retail Commerce Server™





Cinemex is the leading movie theater company in the Mexico City metropolitan area. Since its creation in 1994, Cinemex has been an avant-garde company committed to providing the best customer service possible. The company's commitment to innovation has allowed it to grow quickly. Today, Cinemex has 488 screens in 44 facilities, including seven in the cities of Toluca, Cuernavaca, Guadalajara and Puebla.

Cinemex offers first-class services in its pursuit to deliver entertainment to people. The company is a pioneer in the development of efficient loyalty programs, including "Invitado Especial" and "Membresía Cinemex," as well as other programs that it will soon release.



The Challenge

In order to support the various programs it offers to guests, Cinemex wanted to process remote or telephone sales. The idea was to generate a project to collect ticket sales through Cinemex's call center, Línea Cinemex, as well as through the cinemex.com and at the Taquilla Platinum. One of Cinemex's main challenges was to integrate new functionality into its existing system by developing system-friendly interfaces that would enable the system to accept credit cards.

Cinemex's objective for the project was to increase the number of movie-goers by offering modern and safe payment options that customers could trust. One of these payment options is to allow the guests to buy their tickets by telephone through Línea Cinemex using a credit or debit card. Other options Cinemex offers are to purchase tickets through the Internet at cinemex.com or at the Taquilla Platinum.

"We set out with this project to make it absolutely easy for our guests to go to our cinematographic rooms," said Jesús Paz, finance director at Cinemex, "beginning with the ticket purchase through a fast and reliable transaction that they can make from their houses or offices, thus assuring their attendance to the openings we continuously have on our screens."

24 Hours a Day, 365 Days a Year

Cinemex's objective is to give its guests a reliable transaction processing service available 24 hours a day during all 365 days of the year. Cinemex believes that this quality of service helps increase the number of visits to Cinemex facilities, thereby increasing the company's income.

The Answer to Cinemex's Needs

In order to offer its customers the best and newest payment options and to maintain optimum customer service, Cinemex looked for a solution that would fulfill all of its objectives and integrate with its current system. During its research, Cinemex discovered that

ACI Worldwide, a recognized leader in the payments solutions market, could meet its needs. ACI offers proven implementation methodologies, solutions to Cinemex's specific requests and excellent customer service. Moreover, Cinemex was confident that ACI understood its needs and would be available when needed because ACI has a local office in Mexico.

Cinemex selected the ACI Retail Commerce Server™, an electronic payments solution that captures and authorizes customer payments at the point of purchase, providing a fast, convenient and cost-effective method for processing a wide variety of electronic payments. The Retail Commerce Server can be tailored to help Cinemex achieve its business objectives from the point of transaction initiation to real time processing to back-office settlement and collections.

The Retail Commerce Server provides Cinemex with a complete solution that adapts to customers' needs to improve the customer service level. The Retail Commerce Server's platform ensures reliable transaction processing and security for card holders. The solution captures and authorizes each transaction at the point of sale through a safe and reliable process and offers a wide variety of payment options.

The Retail Commerce Server is designed to authorize transactions regardless of the payment token, whether magnetic stripe card, chip card, radio frequency identification (RFID), paper or even biometric tokens. For Cinemex, the Retail Server Commerce provides the flexibility and agility needed to deliver the company's customers a wide range of payment options.

"ACI fulfilled the critical aspects of the evaluation process," said Andrei Savtchenko, information technology sub-director at Cinemex, "and at the implementation's end, we started working with a reliable, safe and scalable charge processing system that has allowed us to accept any banking cards, Visa, MasterCard or AMEX at every point of sale: Línea Cinemex, cinemex.com, Taquilla Platinum and soon at the traditional ticket office."

Charge Popcorn and a Soda

Offering guests the benefit of these payment options wasn't enough, though. Cinemex went further in its concept of providing the best service and used its new system to start accepting credit and debit cards at its concession counters.

"We are not only able to accept entrance payments with any debit or credit Visa, MasterCard or AMEX card at Línea Cinemex, cinemex.com and Taquilla Platinum," Savtchenko

said. "With the same card, our guests can pay for any product of our candy shops. This places our facilities at the same level as the best ones in the world: we offer a first-rate movies' board, comfort and the reliability that our guests will spend really pleasant entertainment time."

Entertainment With Return on Investment

By offering more payment options and accepting credit and debit cards with the Retail Commerce Server, Cinemex has attracted a wider audience and increased ticket and concession sales. Cinemex can now sell tickets online and via telephone, which has successfully helped raise ticket sales. Since implementing the Retail Commerce Server, Cinemex has seen a significant increase in revenue.

"We are experiencing an income growth as a result of offering our guests efficient payment mechanisms," Paz said, "and at the same time we are having important savings in some processes. We can mention a substantial decrease in the guests' waiting time. We give them better and faster service, we sell more and they return more frequently."

Coming Soon ...

In the future Cinemex plans to continue updating its ACI system in order to maintain the latest version to provide its customers with secure, reliable service and meet compliance mandates. The Retail Commerce Server is a system that offers the utmost security to support Cinemex's increasing number of electronic transactions.

"Cinemex will continue to have avant-garde payment systems to make the payment process even simpler for our guests," Paz said. "We are committed to making going to the cinema a true film experience."

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*Jesús Paz
Finance Director
Cinemex*



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AMERICAS 1.402.390.7600 . ASIA/PACIFIC 65.6334.4843 . EUROPE/MIDDLE EAST/AFRICA 44.1923.816393

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