CASE STUDY

TRAINWORLD

QUICK SERVICE AND EASY FLOW TO THE TRAIN LOVER'S VALHALLA

Train World is a unique experience within the tourist offer of Brussels. The museum gives its visitors an exciting look into the history of the Belgian railway and also casts a glance into the future. To be able to quickly handle the visitor flow, Train World started to look for a performant and user-friendly solution. The decisive factors to finally choose for the ReCreateX software were its ease of use and modular character.

Train World opened its doors on the 25th of September 2015 and has been a great success ever since. The museum, that is located in the historical railway station of Schaarbeek, exhibits the prettiest and most unique pieces of the Belgian railway history and brings the historical train material, railway objects, records, pictures and film material back to life in an interactive manner.

Train World in any case gains a lot of recognition, both of its visitors as of the professional sector, which is proven by the three stars in the Michelin Green Guide edition 2016, the high score on Trip Advisor and the visit.brussels Award 2016 attributed in the category "New Event & Touristic Location 2015".

CHALLENGES

"To be able to rapidly handle the visitor flow, Train World started to look for a reliable and user-friendly solution in 2014", says Lieve Van Mello, Facility Manager at Train World. "Our potential supplier had to take into account a number of technical challenges, such as the fact that the museum consists of two different buildings and that double access control is thus required."

As is customary with public tenders – Train World is in fact an initiative of the NMBS (public Belgian railway) – a thorough market analysis preceded the allocation of the project. After judging different selection and allocation criteria, ReCreateX was selected as preferred solution.
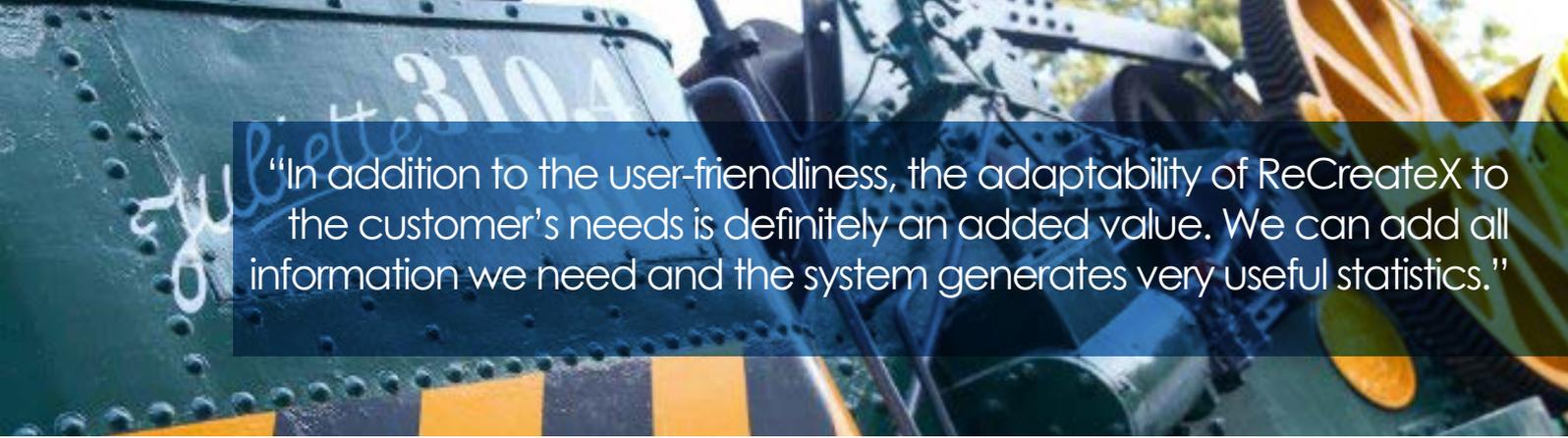
RECREATEX, FAST AND SMOOTH SERVICE

For a fast and smooth processing of the visitor flows, Train World uses several ReCreateX modules, that are all seamlessly integrated.

The ReCreateX POS module, at the entrance and in the bookshop, and the linked electronic access control are the backbone of visitor processing. The access control was installed both in the historical building as in the new building next to it. Moreover, Train World also uses online ticket sales, that allows visitors to quickly and easily order tickets.

"We have five administrators that have access to the ReCreateX system and seven employees that help with cash register sales", says Lieve Van Mello. "All of them are very satisfied with the ReCreateX package!"

EASE OF USE

A very important characteristic of a POS system such as ReCreateX is its ease of use. The control of the POS module is very intuitive, definitely when using the touch screen, and the interface can be entirely personalised. It does not only offer a pleasant working environment to employees, it also allows for a quick processing of the visitor flow.

"The POS system of ReCreateX is very easy to use", says Lieve Van Mello. "It allows our employees to serve our visitors very rapidly and reduces waiting times to a minimum. During the past Christmas holidays for example, we had a high peak in visitors. Although we only used two cash registers, we never had to deal with long queues during that busy period."

GRADUAL EXTENSION

One of the major advantages of the ReCreateX software package is that the user can easily and gradually extend the package with new modules, according to the specific needs of the moment and the available budget.

Train World is for example planning to roll out the bookings module in the future, allowing to make simple bookings or sets and series of bookings in a fast and simple manner, taking into account opening times, closing days and holiday calendars.

The module 'visitors and guides planning' is also on Train World's wish list. This module would allow the museum to have a reliable overview on the availability and practical skills of its guides.

THINK ALONG WITH THE CUSTOMER

"In addition to the user-friendliness, the adaptability of ReCreateX to the customer's needs is definitely an added value", says Lieve Van Mello. "We can add all information we need and the system generates very useful statistics and reports."

For Syx Automations flexibility is more than just a buzz word, because they always try to comply as good as possible with the specific wishes of customers. Visitors can not only order tickets on the website of Train World. Syx Automations also implemented the integration of Train World in the online B-Dagtrips offer (day trip passes) of the NMBS, an advantageous combination of a train ticket with a cultural or tourist attraction. Syx Automations delivers the specific barcodes that enable the registration of such B-Dagtrips itself.

"We, however, also appreciate that Syx Automations thinks along with us and that we can profit from the innovations launched by the company", says Lieve Van Mello. "In this way they already suggested to use portable POS systems during busy periods, an innovation we are definitively looking forward to."

But there is more. The first year of Train World has in any case been an unseen success, but the museum also wants to look further than the honeymoon effect. In the future, Train World will probably organise more temporary exhibitions. Buying online tickets for a specific date and within a certain time span (hours) will have to be one of the possibilities. These are developments for which the museum will without doubt appeal again to the expertise of Syx Automations and the many possibilities of ReCreateX.