



Mt Buller Ski Resort Puts Guests on the Slope Faster with Zebra's Rugged B10 Tablets

The Mt Buller Alpine Resort in north-eastern Victoria is one of the most popular and accessible ski resorts in Australia. With more than 80 kilometres of runs spread over 300 hectares of terrain served by 21 ski lifts, the resort attracts more than 400,000 visitors annually.

Buller Ski Lifts, the company holding the operating leases for the ski lifts and the Ski & Snowboard School introduced RFID lift passes in 2012. With the introduction of the RFID passes, visitors can order and pay for a season pass, or day passes online, eliminating the need to queue for passes in the resort.

Challenge

Ensuring guests are holding the correct and valid pass is a critical part of resort operations. With thousands of visitors welcomed every day, Mt Buller needed an accurate, reliable and durable solution to manage and verify the ticketing process for the extensive lifting network, which is the largest in Victoria.

A robust system for checking the passes of thousands of guests over a wide area is needed for the ski resort. Without suitable technology it is extremely difficult to ensure guests are carrying the correct pass, ensure guests aren't fraudulently sharing a pass or using a stolen pass. Old systems of physical checks tend to slow down lift lines and impact the guest experience so are not ideal. A suitable ticketing system needs to both validate the date/time of a pass and the guest identity of the passholder each time the lift is accessed.

Moreover, the device deployed also needed to withstand the extreme weather conditions on the mountain, from snow, rain, hail, cold temperatures and intense UV exposure. It also needed to be portable and have sufficient battery power to last an eight-hour shift without the need to be recharged.

SUMMARY

Customer

Buller Ski Lifts

Industry

Sport and Recreation

Challenge

To implement a durable and reliable solution that validates and manages the resort's on-slope ticketing system, while withstanding freezing and wet conditions in an alpine environment.

Solution

Zebra XSLATE B10 rugged tablets

Results

- Rugged and durable performance against extreme weather conditions
- Fast and easy access to the ski lifts
- Seamless and accurate ticketing process that resolves ticketing issues on the spot
- Improves staff and customer satisfaction
- Enables staff to quickly locate and contact skiers



Solution

In order to meet the resort's stringent requirements, Mt Buller selected Zebra's rugged XSLATE B10 tablets to manage the ticketing process.

“Whatever we use has to be reliable and deal with alpine conditions. We tried consumer-grade devices and have also tried some less rugged solutions than the Zebra tablets, but they just did not stand up to the conditions we have here at Mt Buller. In particular, the touch screen needed to operate in really moist conditions. At the end of the day, we needed a device that is reliable and can last the entire season and many seasons to come.”

Prior to selecting Zebra's rugged solution, Mt Buller field-tested a few different tablet models before making a final decision.

Zebra's tablets are designed for the rigours of industrial use. They can endure hazardous conditions, water and dirt and can withstand impact if dropped onto concrete. This makes these tablets an ideal solution for use at Mt Buller. They also come with an auto-sensing glove/wet-tough technology enabling them to function in rain, snow and cold temperatures.

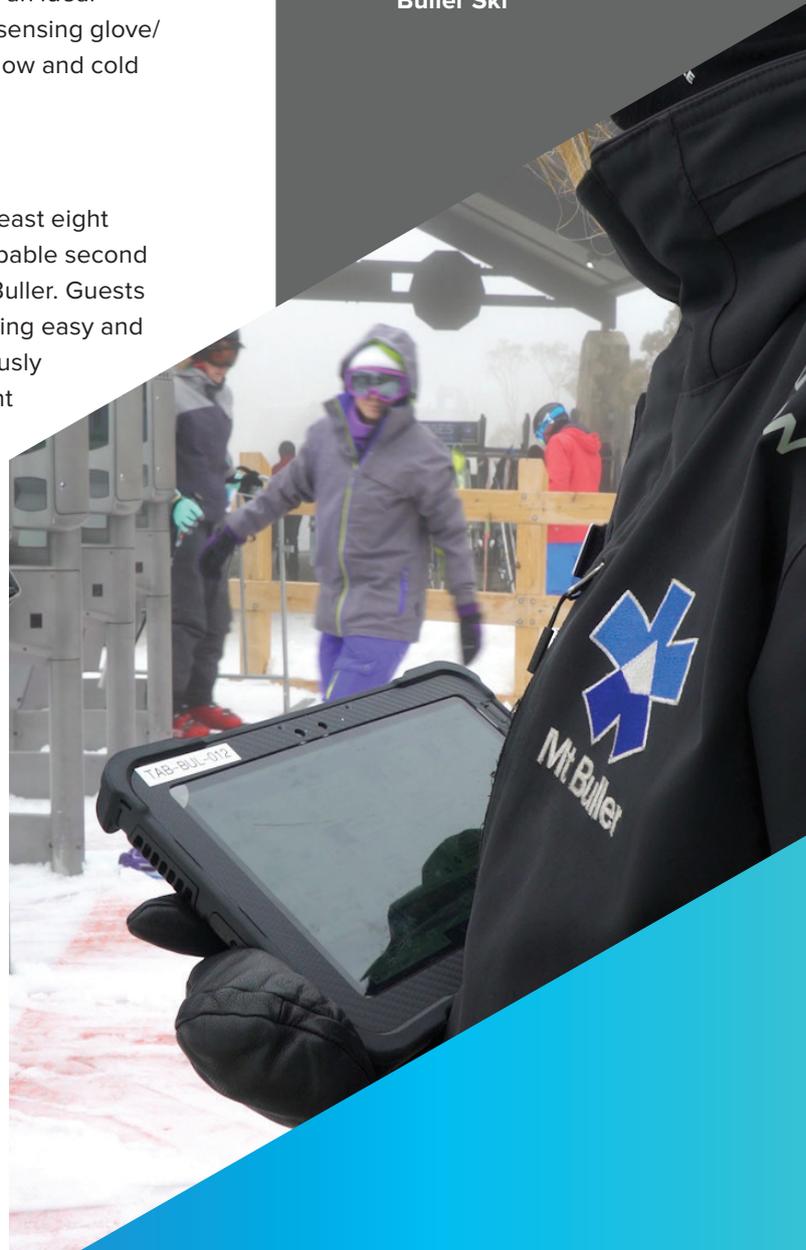
Benefits

The Zebra XSLATE B10 tablets provided Mt Buller with at least eight hours of battery time, and an additional 20-hour hot swappable second battery option, making it a reliable solution for staff at Mt Buller. Guests tickets are instantly verified and scanned at the gate allowing easy and fast access to ski lifts. This administrative work that previously consumed 50 per cent of staff time and required significant back-office resources, can now be completed in a matter of minutes, in real time, on the tablets.

“One thing that is really important for us is battery life. We needed a device that could last an entire day. It is neither practical nor effective to have staff leaving their shifts to recharge their devices. It's frustrating for staff if they are unable to tap the screen when it's snowing, while dealing with a frustrated customer who can't get onto a lift.”

“We have chosen a highly rugged device that is able to deal with the extreme climate we have in Mt Buller. Zebra's XSLATE tablets are truly mobile, durable and reliable enabling our staff to transport it from their meeting location to their lift location,”

Jonathan Cotterill
IT Manager
Buller Ski

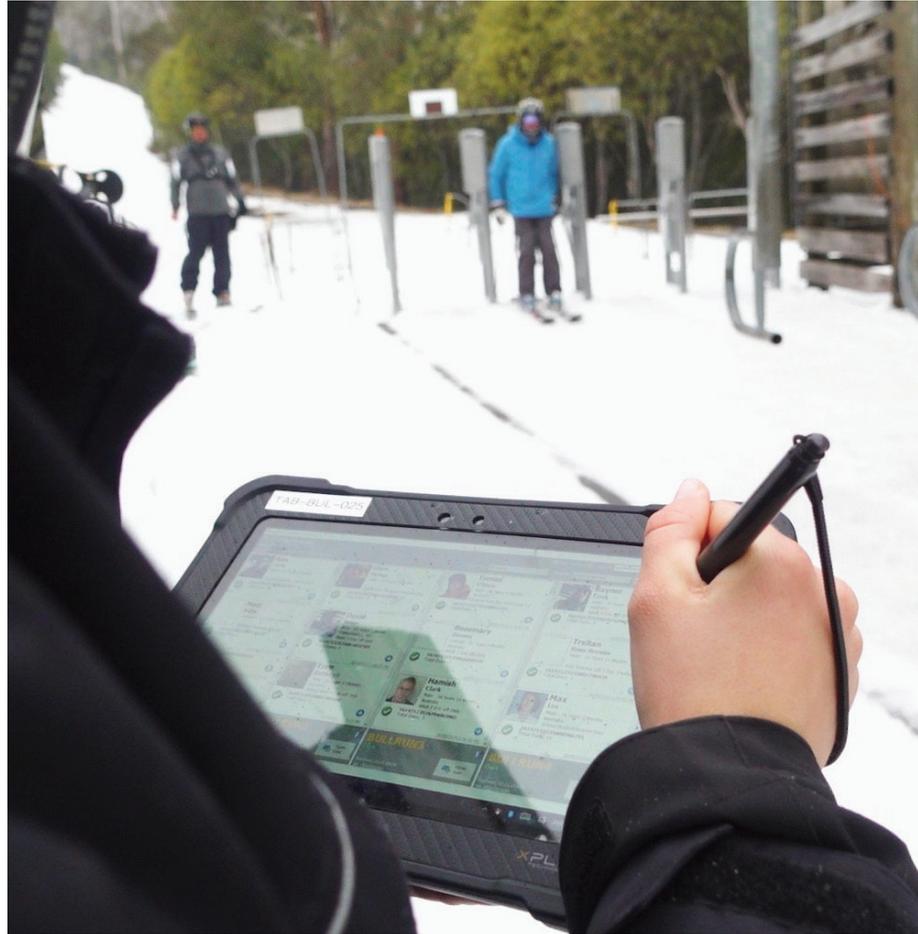


“The Zebra XSLATE B10 tablets have a normal touchscreen mode, a wet mode, a glove mode and a pen only mode. We worked with Zebra to find the best settings for our environment and found the pen mode was the one that worked best.”

The Zebra tablets provide streamlined and secure access to the ski lifts and are able to store and display guest names and photos for verification. They also provide staff with real-time visibility to see where customers are on the ski field by viewing which gate, they last passed through, and if necessary, contacting them as they pass through a gate. This is a critical feature to track skiers in the event of someone being lost.

Any issues with visitors' passes are also resolved on the spot, without having to send visitors back to the ticket office.

“Zebra provided us with a reliable and durable solution at gate locations, enabling us to improve our customer service and increase staff productivity at the same time.”



Future

Mt Buller plans to increase the number of ski lifts fitted with RFID readers as it rolls out networking and power to these sites.

“We will continue to expand our RFID gates and as we add another gate, we will add another Zebra tablet”, added Jonathan Cotterill, IT Manager at Buller Ski Lifts.

For more information visit www.zebra.com



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