

# Gateway Ticketing Systems

## Case Study



## Maine Department of Conservation Automates Ticketing and Enhances Customer Service with Galaxy

Maine Dept. of Conservation  
Location: Prospect, ME

### Key Challenges

- Needed a solution that automated the ticketing process
- Wanted to increase operations efficiency to have more time to help customers
- Needed a system that provided fast transaction speed and accurate tracking
- Required a system that showed up-to-date resource availability to better meet the needs of customers
- Wanted to avoid adding more staff for ticket collection or system management

### Solution

- Install Galaxy Point of Sale to provide automated ticketing processing with minimal maintenance
- Use Galaxy's reporting functionality to track receipts and allocate revenue appropriately
- Implement Galaxy's Resource Management module to manage resource availability

### Business Results

- Attendance up 150%
- Revenue increase of 300%
- No additional staffing costs
- Minimal down time for staff training

### Maine Department of Conservation to Operate New Observation Tower as Part of State Park

The Penobscot Narrows Bridge and Observatory is a new structure built within a short time frame to replace a crumbling bridge in Prospect, Maine. Because of its location immediately adjacent to a State Historic Site, the Department of Conservation (DOC) was asked to partner with the Maine Department of Transportation (DOT) to enter into a milestone partnership to operate the observatory. The DOT would build and service the structure, and the DOC would operate it as an integral part of the park.

Since it was the first time the DOC had operated an observatory or other attraction type of facility, they consulted with the National Park Service to get some advice on how to proceed. Tim Hall, Regional Manager of the Maine DOC said, "They were happy to teach us the principles of queue management, which led us to the conclusion that we needed a ticketing system. But we also needed to be able to integrate the machine with our park admissions process, divide revenue into different streams, process credit cards, and print reports. We wanted to be able to make group reservations, and eventually, to have advanced sales over the Internet. Armed with those needs, we went shopping for systems."

### Because of the Urgency of the Situation, the DOC Had to Act Quickly

With the shortened time frame, the DOC couldn't afford go through the usual proposal process with the Maine State government when deciding on a ticketing solutions provider. The DOC instead relied on the experience of the Maine State Ferry Service, which has been using Gateway solutions successfully for eight years now

"If we'd had more time, we would have gone through the entire Request for Proposal process with the Maine State Government, followed by bids, review of bids, and awarding of a contract. In this case however, time was of the absolute essence, so we proposed a one-source solution, received permission, and put together a sales agreement."

### What They Like: Speed, Control and Reporting

Automated ticketing and access control is new for the Maine DOC, but it became clear immediately that the new system was going to increase operations efficiency and enhance customer service.

**What They Like: Speed, Control and Reporting (continued)**

“Galaxy Point of Sale flies through transactions– including credit card transactions. Galaxy works well for our attendants, and is simple to operate. It also gives us great control over our ticketing, allowing us to see available seats and meet customer needs quickly,” said Hall. “And the reporting feature tells us exactly how to split our receipts for the respective payouts,” he said.

**With Galaxy, Fewer Mistakes and More Time to Take Care of Customers**

Making the switch from a manual system over to Galaxy has not been difficult for the staff at the observation tower. Once they worked through the short learning curve, they found it significantly easier to allow technology to do the work for them. “This system takes an incredible amount of data and sorts it out quickly for us. This allows us to pay more attention to our customers, and to avoid mistakes. We worried about system crashes and power failures, and everything else that comes with trusting technology, and we’re finding that our fears are unfounded.”

**Other Departments Now Seeing the Benefits of an Automated POS System**

For the Maine DOC, an automated ticketing system was a large investment. Most of Maine’s state parks work with a manual ticketing and reservation system based on cash registers. They leave a lot of work to be done by park staff, and have no tracking or management capabilities.

“Many people think Galaxy is a Cadillac system, and they’re probably right – at many of our areas, we can do the job with less, because the job is much simpler. However, some of us are starting to see the advantages of a true POS system, and how technology can complete the sales, inventory, and administrative requirements of parks while eliminating errors and extra work. Our campground parks, which are working with a complicated reservations system, now use an inefficient paper based system, and some of the managers are now seeing the possibilities of using a POS ticketing system.”

**Results: Revenue and Attendance Up, Staff Costs and Mistakes Down**

When asked what the Return on Investment was for the Galaxy system, Hall said, “Since we’re a government agency, ROI is difficult to determine. Let me try to put it this way: Attendance is up 150%, income is up almost 300%, and we did not have to increase our ticketing or reception staff at all. Training time was minimal, mistakes were non-existent, and customers were happy.”

Hall said the Maine DOC was beginning to talk about increasing sales further by adding an online ticketing sales channel with Gateway’s eGalaxy Web store: “We’re already planning upgrades that will allow online advance ticket purchasing. Onward and upward!”



The Penobscot Narrows Observatory opened in May, 2007. The Maine Department of Conservation signed a milestone agreement with the Maine Department of Transportation to operate the tower.

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-Tim Hall,  
Regional Manager,  
Maine Department of  
Conservation