



Strategic Digital Transformation Reconnects Customers with the Brand

For a Leading Cinema Chain

A distinctive brand that, with a unique confluence of iconic art deco and the very latest technology, has created an entertainment haven for film fanatics



100+ Cinemas
across UK and
Ireland



850+ Screens



Over 2 Million
Loyalty Scheme
Members

Behind the Scenes

Movies are no longer limited to theatres. They are now on our devices streaming whenever and wherever we want. Footfalls in cinema halls careen towards their lowest levels. Straight-to-subscriber launch not only threatens the big screen, but also the associated merchandize relying on the movie goers for business.

Can the very digital disruption that created these problems also offer a solution?

1 Strategy and Objectives

The cinema chain needed to couple the comforts of online streaming with the luxury of big screen delivering an immersive, seamless, and truly distinctive experience to the new age movie goers.

- Transform the complete booking experience
- Increase basket size
- Make IT systems scalable, flexible, and predictive

2 Value Chain

Legacy infrastructure and contracts with multiple vendors stood in the way of innovation. Integrating disparate environments and coordinating with 3 different teams was another hurdle. Transforming the basic building blocks of business was the only way to enable sustainable growth.

- Master Data
- Ticket Booking
- Offers and Promotions

3 Enablers

Relying on our Mindful Thinking approach, we evaluated open source versus various proprietary solutions to find the best fit Master Data Management system.

Talend and MuleSoft were implemented to enable real-time big data integration and legacy modernization. The complete theatre management was transformed using a third party Box-office Suite. A customized recommendation engine delivered bundled offers and Electronic Gift Coupons to further increase loyalty.

- Talend – for modernizing master data management
- MuleSoft – for integrating disparate systems and channels
- Self-service Kiosk– for transforming ticket booking process

4 Digital Capital Delivered

We enabled seamless ticket booking process across all 100+ locations along with self-service ticketing kiosks. New workflows and business processes significantly reduced ticket booking time, enabling associates to share more information about ongoing offers with customers. From conceptualization to roll-out, the complete solution was implemented across all locations within 1 year.



11% more people started buying additional goodies in theatre stores.



Nearly 40% reduction in booking time enhanced overall customer experience.



All the theatres realized 8% reduction in operational costs and significant increase in basket sizes.

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: **Big Data Analytics**, AI & Cognitive Computing, Internet of Things, Cloud, Security, **SDN-NFV**, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

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