

RTP Mobile Solutions

Cultivate customer engagement with a unique mobile touch point

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RTP Mobile Solutions Add to Customer Experience, Commerce

Mobile technology is rapidly changing the way consumers expect to interact with your business. Are you as mobile as your customers? Why is mobile important to you?

- By the end of 2012, travelers will book one third of the world's travel sales online, and online leisure/unmanaged business travel bookings will grow twice as fast as the total market, to surpass \$313 billion by 2012, estimates PhoCusWright.¹

- By 2015, digital strategies, such as social and mobile marketing, will influence at least 80 percent of consumers' discretionary spending, says Gartner, Inc.²

Optimizing a mobile touch point and experience for your customers is not only critical; it can be a differentiator and can increase conversion and commerce.

RTP Strategic Approach

To provide mobile solutions that are strong, integrated and dynamic, RTP assembled a mobile solutions group.

The group targets the largest networks and most popular devices, and it develops mobile frameworks enabling apps to deliver highly personalized and relevant data.

RTP mobile solutions help consumers:

- Find information and navigate in a more natural way
- Social network seamlessly with one tap
- Interact with promotions to buy and access the things they want
- Make it fun and highly relevant to engage with your business

Common Challenges	RTP's Solution	Value
Expectations by guests to use their smart phones for everything from purchasing, access and guest services to socializing	Combines ticketing, social, retail, guest services and navigation in one mobile app.	<ul style="list-style-type: none"> • Easy, accurate and controlled messaging • Ingenuity, flexibility and integrated experience exceed expectations
Need to centralize data and customer records	Integrates into a centralized, company wide database.	<ul style="list-style-type: none"> • Clarity about who is purchasing, how they are using services • Ability to make – and measure – business decisions
Requirement to securely process payments and validate access	<p>Uses secure payment systems.</p> <p>Ties to customer database to validate access control.</p>	<ul style="list-style-type: none"> • Powerful, on-the-spot way to sell products • Accurate way to reduce access fraud while providing guests with maximum purchasing flexibility
Desire by guests to track their performance on the mountain	Provides true GPS tracking vs. lift-to-lift estimations.	<ul style="list-style-type: none"> • Precise data showing exactly how far guests have gone and literally where they have been
Housing relevant information in one place on a mobile phone	Displays all relevant conditions such as weather, conditions, lift/ride status and more. Provides retail messages and coupons.	<ul style="list-style-type: none"> • The go-to place for all relevant, accurate information • Revenue generation and purchasing decisions while guests are on-site

¹ PhoCusWright, Global Online Travel Overview Second Edition, April 2010

² Gartner, Inc., Analysts to Discuss the Future Role of CRM at Gartner Customer 360 Summit 2011, March 30-April 1, Los Angeles, March 29, 2011



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RTP Mobile Engines

As a leader in commerce and customer retention technology, RTP offers multiple ways to use mobile to establish new ways to cultivate customer engagement that take advantage of the unrelenting and undeniable consumer trends, including: mobile ticketing; mobile commerce; social media access; photo galleries, up-to-the-second personal statistics and much more.

Customizable RTP mobile options include:

RTP LiveInfo offering GPS mapping, live weather and information feeds, social media access, photo galleries, up-to-the-second personal statistics, and more.

Using the app on their phone, users can use Facebook and Twitter to: see news and updates from your social networking feeds; post updates to personal social networking accounts; view weather conditions and destination information; view user-targeted advertising; use location-based services mapping to see their position on your facility map; and access run tracking, vertical feet and speed.

RTP LivePass™ offering everything available with RTP LiveInfo, plus integration with RTP|ONE for mobile commerce, mobile ticketing and personal account information.

Using the app on their phone, users can: purchase tickets on the go; add days to RFID passes and renew RFID season passes for immediate use; add money to their stored value account; gain access with a 2D ticket barcode at destinations using barcode scanning; and purchase items with Resort Charge and area-wide charge.

RTP REALX® providing an interactive guided experience using true 3D augmented reality.

Using their mobile phone, guests easily view the world around them with graphic overlays; identifying points of interests using true 3D augmented reality. Guests can quickly tap into your social networking campaigns, consuming your marketing efforts and sharing their experiences via Facebook and Twitter. Other features such as geotagging add value and fun. RTP REALX works with iPhone® 3GS and newer devices.

RTP mobile products are:

- Secure
- Available in native iPhone and Android® apps
- Tailored to each operation's needs through customizable modules and information
- Able to give guests the practical, real-time capabilities they expect
- Extensible to fit your unique needs

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