

Case Study – ERYC Land Train Ticketing

Fidelity's Land train ticketing solution and Total Control software manages four land trains

Bridlington is a classic English seaside town. The first hotel was opened in 1805 and in 1896 - coinciding with the opening of the Spa and gardens - donkey rides were first introduced on the beach!

Four Land trains operate along the promenades linking the Town Centre with summer Car Parks to the North and South of the Resort, at Limekiln Lane and South shore car parks. From Limekiln Lane a service operates to Sewerby Hall, Gardens, Children's Zoo and Play area. Special offers includes family tickets and return journeys. The entire land train route is about two miles each way.

The ERYC required new hand held ticketing terminals to replace their ageing existing units. One requirement was the facility to take payment by credit card with another requirement being detailed usage reports.

The hand held's had to be multi use devices which could also be used to take payments for entry to the Council owned Sewerby Hall and Gardens as well as taking payments for the promenade chalets.

Fidelity sourced the Bluebird BIP-1300 terminal and developed a bespoke solution dedicated to the ticketing requirement. The BIP-1300 is a particularly rugged touch screen device with a built in thermal printer. Speed of operation was paramount together with long battery life and the BIP-1300 fulfilled both requirements.

Detailed reports were required to show the usage of each "station" together with cash reports at the end of each day.

This was achieved by a data download at the end of each day to Fidelity's Total Control back office EPOS software.



The system can be applied to any retail operation where a mobile payment solution is required. The terminal has a built in barcode scanner as well as a magnetic card reader and possible future applications for the ERYC include integration with "Surecard", the Councils award winning Leisure Card which currently has over 55,000 members. Surecard was designed and developed by Fidelity in conjunction with the ERYC.

As all software supplied by Fidelity is written in house, we had the capability to give the client exactly what it required. Most off the shelf software will only give around 80% of the functionality a customer requires – with the Fidelity solution this rises to 100%.



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