



ICE CASTLES PARTNERS WITH SHOWCLIX'S BRANDED CALL CENTER TO PROVIDE A PERSONALIZED EXPERIENCE

BACKGROUND

Ice Castles, a magical winter wonderland built from solid ice, has quickly become one of the most anticipated events of the winter. Originally built in creator Brent Christensen's backyard as an ice cave for his daughter, Ice Castles has grown into soaring castles that span across several locations in the U.S. and Canada. Attendees of this enchanting phenomenon immerse themselves in dozens of ice towers, secret tunnels, caves, mystical fountains, slides, and so much more.

CHALLENGE

With Ice Castles' increasing popularity and new locations opening every year, their phone and email support needs were multiplying. Guests were inquiring about event details, seeking ticket exchanges, purchasing tickets, and more on a daily basis. Ice Castles wanted to provide their guests with a better branded support experience to help their growing brand become a household name.

SOLUTION

Since Ice Castles was already using ShowClix's Call Center for their support needs, making the switch over to their customized Branded Call Center option for the 2017-2018 season was an easy decision. Not only were they able to incorporate a seamless, personalized customer support experience uniquely tailored to their brand, they had an expert support team by their side who understood the intimate details of their events. Through this partnership, Ice Castles receives dedicated support hours, detailed reports highlighting phone and email metrics, a unique phone number, and email templates that are fully branded to Ice Castles.

RESULTS

297%

YoY increase of support requests processed

7

Locations supported for 2018 season

45%

YoY increase in ticket sales

"The level of customer service ShowClix's Branded Call Center gives our guests is awesome and professional. Our guests have no idea they're calling or emailing ShowClix because their team knows the ins and outs of our business so well, and can help with all questions."

Morgan Bangerter

Guest Services Director, Ice Castles