Feature Study

Pensacon Cuts Wait Times and Enhances Event Day Experiences with ShowClix's On-Site Fulfillment

Results

35%
Reduction in wait times

20%
Average YoY increase in orders fulfilled

< 1
Second to receive order data

Background

Pensacon is an all-inclusive, three-day fandom event that encompasses many genres including sci-fi, fantasy, horror, comics, anime, gaming, and more. Each year, Pensacon partners with local venues to transform the city of Pensacola into the ultimate fan experience. Even the Pensacola International Airport is renamed Pensacola Intergalactic Airport for the duration of the con. With multiple venues across the city, fans can partake in the Short Film Festival, explore the artist alley and writers row, unleash their creativity at the highly anticipated cosplay contest, and enjoy the special celebrations across the city.

Challenge

With thousands of eager fans ready for their event day experience to begin, Pensacon wanted to provide next-level customer service by ensuring a seamless check-in process each day of the event. They needed an easy and efficient way to keep track of order inventory while fans picked up their badges.

Solution

Pensacon employed ShowClix's on-site fulfillment functionality to reduce wait times and provide fans with a stress-free admissions process. Through this functionality, the Pensacon team can fulfill partial or large group orders in moments, easily manage multiple badge types, and quickly answer fans' questions by pulling up their order details in the system.

"When we heard about ShowClix's on-site fulfillment, we knew it was for us. With it, we've been able to answer our customers' questions in record time, which has helped create a smooth check-in process that's faster than ever. We couldn't be happier!"

Kat Bishop, Director of Marketing and Guest Services, Pensacon