ADELBODEN
Success Story

Sun, Snow and SKOOR

Guest numbers, turnover and even the weather: With their dashboards from SKOOR, Bergbahnen Adelboden AG is always up-to-date about its facilities. „6 areas - 1 experience": this is the slogan used by Bergbahnen Adelboden AG to advertise their wide range of summer and winter sports. Whether ski fans, demanding mountain bikers, scooter speedsters or World Cup downhill enthusiasts, the popular ski resort in the Bernese Oberland offers something for everyone. The winter business in Swiss tourism is highly competitive. With the Skoor Dashboard solution, Bergbahnen Adelboden AG always has an overview of sales figures and other business-critical key indicators.

| Goals	Scope	Benefits
Comprehensive and clear financial reporting for management	SKOOR dashboard solution with mail interface	Time- and location-independent availability of sales and guest figures
Near-real-time evaluations of marketing measures		Seamless monthly reporting

Dozens of ticket categories

The ticketing system of modern mountain railroads is a complex matter. There are countless ticket categories and tariffs - from season tickets, to discounts for children and senior citizens. In addition, there are regular special offers with various partner companies. „It wasn't always easy for us to process all this information in a timely and meaningful way," recalls Björn Jungen, IT Manager at Bergbahnen Adelboden AG. In the past, reports were created on a monthly basis, but this proved to be insufficient, especially during the busy winter season. „Our aim was to use a suitable software to be able to map our ticket sales or the current number of guests in the area at any time." The managers searched in the industry for a suitable application. „There are industry-standard solutions in the technical field, but for a financial dashboard we were convinced by SKOOR's offer," says Jungen.

Good weather - good numbers

One of the main KPI's in the dashboard is the number of first-time entrants. This figure indicates how many people are currently in the area. If they then use individual lifts, they generate frequencies - also an important indicator for area managers. Ultimately, these numbers can be combined with the sales figures or ticket sales to calculate the revenue generated per guest. It is also interesting for the operators to know how many tickets are purchased online and how many are purchased at the ticket offices at the valley station.

The information from the dashboard can be used to evaluate marketing measures such as special offers in collaboration with third-party companies and quantify their benefits. The dashboard also includes the income statement and the deviation from previous years. For a better overview, the financial figures are presented in an appealing graphic format - in contrast to the extensive and rather tedious-to-read tables of classic cost/income calculations.

When the sun shines, the figures shine too: The mountain railroad operators can compare the weather data for the area stored in SKOOR directly with the ticket sales and thus evaluate the key economic figures in even greater detail.
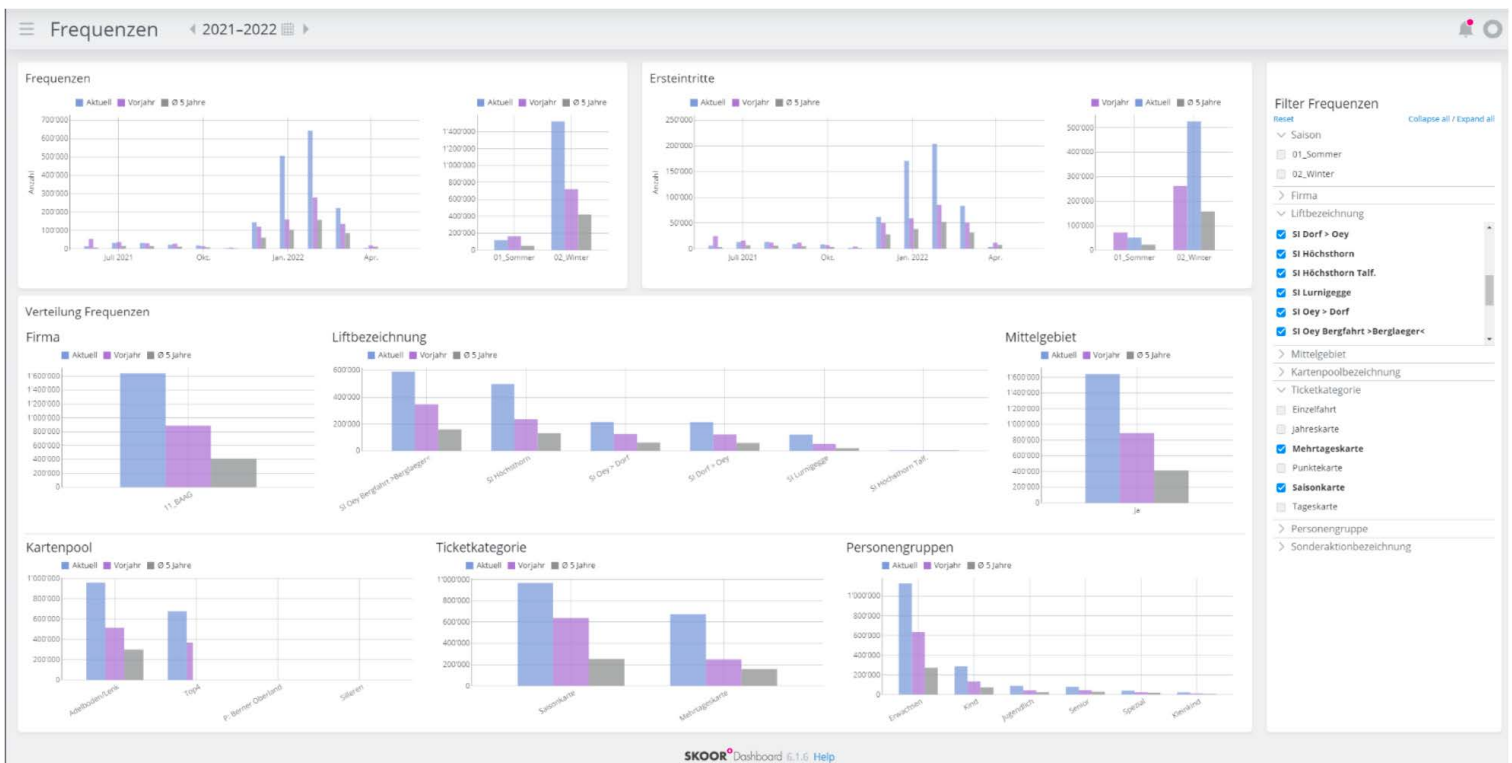
How many guests are in the ski area? Which lifts are being used?
Thanks to the SKOOR dashboard, Bergbahnen Adelboden AG has access to its most important key figures at all

Fast reporting

Currently, only the three members of the Executive Management use SKOOR. The feedback so far has been very positive. Although access to the data was of course already possible before SKOOR, compiling the key figures was cumbersome and therefore usually only took place for monthly reporting. Today, the desired information is quickly and easily accessible and can be updated on a daily basis if required. The numerous tariff categories are grouped and categorized in a meaningful way to keep the dashboard lean. However, if there is a need for more detail, the various filters allow the data to be broken down, for example, according to individual funds, systems or the various companies operating in the area. The data is transferred from a CSV file to the SKOOR software via a mail interface. This is an advantage for Bergbahnen Adelboden AG, explains Jungen: „SKOOR has solved this for us so that the data processing remains in-house. This enables us to add new products or categories to the dashboard independently and quickly, e.g. for our numerous and constantly changing promotions.“

Björn Jungen
Head of IT Bergbahnen
Adelboden AG

The project was largely developed online and lasted around a year. Digital workshops were held regularly during this time. Jungen emphasizes the good cooperation and the constantly valuable exchange between all parties involved: „The SKOOR team answered our questions as quickly as possible, kept us informed about the current status at all times and informed us about the next steps.“