



Case Studies – Guest Services

BIG4 Holiday Parks

The Customer

The peak body and member parks of the association

The Need

To provide guests with pre-paid or coin access on a casual basis to E-Mail access and Internet banking.

To provide free access to member parks web pages to allow forward bookings and provide up to date information on local attractions and park facilities.

Establish a relationship with a single preferred supplier with a recognised brand and track record for the benefit of park members.

Create/extend brand recognition with the target audience.

Add value for the popular BIG 4 Club card holders.

The Solution

pieNETWORKS provided a turnkey solution including:

- Kiosk design and customisation to BIG4 specifications
- Full monitoring and support

Results

pieNETWORKS have been installing 1st and 2nd generation kiosks on a variety of plans to cater to the specific needs of member parks for the past four years.

We now supply custom branded 3rd generations pieLINKs with unique BIG4 corporate logo to holiday park operators as part of a 'preferred supplier' relationship.