Connecting retail and inventory solution takes performance to new heights

HERSCHEND FAMILY ENTERTAINMENT®

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Sara Van Pelt
Vice President of Revenue
Herschend Family Entertainment

PRONTO
SOFTWARE

Herschend Family Entertainment

Herschend Family Entertainment (HFE) is considered the largest family-owned themed attractions corporation in the United States (US) with over 10 million visitors every year. The company develops and operates entertainment, tourism and hospitality properties spanning 23 locations in six states and employs over 10,000 employees.

- 23 locations across six states
- Over 100 retail outlets
- Up to 24,000 guest transactions per day

HFE's company mission is Creating Memories Worth Repeating® by producing wholesome, immersive family entertainment experiences. This symbolises the group's unwavering commitment to excellence which requires an absolute focus on constant improvement and innovation across all areas of its business – including technology.

An evaluation of HFE's existing Enterprise Resource Planning (ERP) system found that the company's needs had outgrown its capabilities. Gayle Barkley, Vice President of Business Process at HFE explained, "The solution we had was close to 15 years old and very cumbersome. Modules were not integrated and information sets were not talking to each other so we were unable to get the data and insight our business needed to support strategic decision making."

"It was very important to us that we moved to a solution where our Point of Sales (POS) and inventory programs would be with the same vendor to enable greater efficiency through one continuous and connected system," added Ms Barkley.

Following a comprehensive review of vendors and available solutions, HFE made their selection. "Right from the start, Pronto Software worked with us to explore our needs and processes in order to achieve the best result," said Ms Barkley.

Expert guidance and intuitive systems deliver big thrills

HFE says the deep expertise of Pronto Software's implementation team enabled significant productivity wins. "Every Pronto Software expert understands how applications are connected to each other – and they guide you to make more considered, holistic decisions during set-up. This allows us to fully utilise all the rich functionality that Pronto Xi offers, boosting our ROI," Ms Barkley explained.

As a seasonal business, HFE often adds staff on short notice to cater to demand. "Pronto Xi is highly intuitive and new employees can be confident users after a few hours of training. This is critical because when things are busy we need staff to provide great service and get their job done quickly without making any errors," said Ms Barkley.

Another big advantage is that HFE can set up several new users in bulk.

"We can even filter out permissions with Pronto Xi, both by terminal and user ID and this helps avoid confusion and mistakes," said Sara Van Pelt, Vice President of Revenue at HFE.

HFE also has insight into the productivity of each sales team, which helps management quickly address issues that impact performance – ensuring staff are empowered to achieve the best possible results.

Accurate data is a treat to feast on

According to Ms Van Pelt, one of the biggest benefits with Pronto Xi is

having accurate and timely data to make decisions with confidence.

"Our properties are very different. Prior to implementing Pronto Xi, we often ended up with a subset of the required data and then had to painstakingly work to fill in the gaps. Now with Pronto Xi we have set up specific rules for consistency across our operations. This means if a senior leader in finance for example, wants more information for a financial statement – they can instantly get all the details they need by themselves," said Ms Van Pelt.

Creating a report that represents whole of business is now much easier. Reporting is more robust and automated, providing a real- time view of trends.

Ms Van Pelt explained, "Last year one of our properties introduced a new retail item that became a top seller. Pronto Xi reporting allowed us to quickly identify and communicate this trend to our other properties, enabling them to add the item to their stores within days – resulting in a significant boost to sales," she added.

The deep insight delivered through Pronto Xi Business Intelligence also enables cost savings and better service also.

"We can now see if one location is getting a different wholesale price for something, and quickly begin a more advantageous purchasing negotiation for our other properties," Ms Van Pelt said. "This often means we can offer our guests even better value."

The reports have also helped HFE achieve a reduced markdown frequency. "With improved visibility into location and company-wide sales data, we are able to react faster to sales trends, which reduces our required markdown risk," Ms Van Pelt said.

In the past, HFE's purchasing team would spend a couple of

days trying to gather product performance information.

"With Pronto Xi, our purchasing team access historical information about how many units of a particular product were sold at each venue. This enables them to better predict customer demands, giving HFE a distinct competitive advantage," said Ms Van Pelt.

Streamlining the Supply Chain creates a smoother ride

HFE also makes extensive use of the Pronto Xi Warehousing Management System.

"Staff can track items from their POS terminals, and if a product is running low in one location, they can quickly get a new shipment sent. This is really important as we want every guest to get what they want – ensuring high satisfaction," Ms Van Pelt explained.

HFE warehouse staff used to write or print out an order form and then go into the warehouse to look for the relevant item.

Ms Barkley explained, "A lot of time was spent locating items and sometimes this caused delays. With Pronto Xi, employees just scan an order with a scanner gun and they get instructions about exactly where the item is located. This has saved our warehouse staff valuable time and reduced costs.

By eliminating the paper-based system, Pronto Software helped HFE avoid items getting lost, or being delayed – which ultimately results in greater guest satisfaction.

"Pronto Software took the time to fully learn HFE's unique requirements and help us understand exactly how their technology could be used to enable stronger business outcomes across our operations. This is what differentiates them from other vendors," concludes Ms Barkley.

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Pronto Xi:
Integrated and intuitive

Herschend Family Entertainment (HFE) had an ERP system where modules were not integrated and information sets were not talking to each other – resulting in the business not having the complete data they needed to support strategic decision making. Now with Pronto Xi, HFE business leaders have instant access to real-time actionable insights to boost revenue. Updating to Pronto Xi POS allows HFE to monitor and improve sales team performance. The streamlining achieved with Pronto Xi Warehouse Management Systems also enables the team to better serve millions of guests.

We are an Australian developer of award winning business management and analytics solutions. Pronto Xi, our Enterprise Resource Planning (ERP) software, integrates accounting, operational and mobile features in a single system – optimising business processes and unlocking actionable insights. That's why for more than 40 years, over 1,500 Australian and global organisations, across a wide range of industries, have trusted Pronto Xi to simplify their most complex challenges.

With headquarters and our Development Centre located in Melbourne, we have support offices and consultants based across Australia, as well as a global network of Resellers and Solution Partners. Specialised business units within Pronto Software have the expertise to assist you with pivotal technology – Digital Transformation with Pronto Woven, Cloud and Hosting services with Pronto Cloud and Business Intelligence solutions with Pronto iQ.

When you choose Pronto Software, you gain a team with deep industry experience, giving us the ability to understand your specific needs and build innovative solutions that drive business growth and revenue.

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