

British Museum.

Queue Mangement & Interactive Kiosks.



Client Brief.

The British Museum is a busy tourist attraction based in London. They wanted a system that would help combat queues caused by the 600 plus visitors they received each week.

Acquire's Solution.

Acquire were commissioned by the British Museum to develop a unique 'Queue Busting' system. We devised an intelligent system that would enable customers who had bought tickets online to print tickets on arrival.

Features and Benefits.

- Enhanced the existing online booking system.
- Dramatically reduced the queue time.
- Improved customer satisfaction by providing self-serve facilities.
- Added value to the overall customer experience.

Acquire Software.

The solution, comprised of the Acquire software and Acquire's own secure PLUS! Network, was initially set up to work with the ticket dispensing hardware devices.

Working alongside the British Museum's e-commerce developers the Acquire team created an easy-to-use user interface. The self-serve facility easily identifies customers and dispenses the correct number of tickets.

In addition to this the intelligent system alerts staff when tickets are almost sold out, when the kiosks run low on paper and identifies any technical issues with the hardware.

Once the solution had been created museum staff are able to make alterations, edit content and manage the interactive systems without further intervention or development.

