SwiftTec Membership System Tracks Visitors at Funtastic Play Centre

Funtastic relies on the SwiftTec Membership System to track over 1000 visitors a day at their popular play centre. The system provides child members with a bar-coded membership and loyalty card, enabling staff to accurately track the number of members and their guests in and out of the premises, to ensure compliance with regulations.

> **"**SwiftTec's aftercare help is nothing short of superb and I can strongly recommend this product to anyone requiring software to manage "club entrance and exit and available spaces in session**"**

**Gary Dixon,
Director and Owner**

About Funtastic

www.funtastic.me.uk

Funtastic is a family run business based in West Cumbria and is the newest and biggest softplay centre in the region. With an extensive range of play equipment, it has been specially designed to give a "wow factor" that hasn't been seen in the county before. It includes a "ball cannon" arena and a "Helux slide" which is one of a kind with a height of nearly 9 metres. Covering nearly 10,000 square feet there is plenty of room for children to play and special consideration has been given to creating a relaxing "chill out area" for parents and adults to enjoy a coffee and food from their extensive menu.

The Challenge

Funtastic is a real success story and its popularity is such that it can have a throughput of over 1000 people a day. With peaks of visitor numbers, administering the membership and tracking visitors in and out of the building for health and safety purposes presented a real challenge with their paper based system. They are also responsible for ensuring that the number of people in the building remained within the maximum limit for safety and insurance purposes.

Funtastic Director and Owner Gary Dixon said, **"We quickly realised that we needed to automate the process of tracking visitors in and out of the building more efficiently and develop a more structured membership scheme."**

Solution

Having looked at several club membership software systems in the market, Funtastic selected the SwiftTec Club Membership System due to the fact that its "off the shelf" system was close to what they wanted it to do, thus reducing the cost, due to the minimal development needed to meet their specific requirements.

To ensure that all visitors, both members (the children) and their guests (parents or relatives) could be tracked in and out of their facility, a custom software module called GuestLogger was commissioned to meet this requirement. ▶

With the new system, the membership is with the child and they each get a membership card with a barcode that the parent or carer brings with them each time they visit. The membership card is scanned to register their visit and the number of guests is then keyed in the system relating to that child member. At the same time the system verifies whether the child is still a valid member.

In addition to knowing exactly how many people are in the building at any given time, Funtastic can produce a number of reports to identify members in attendance on any given day and how often by period and track if any memberships are about to expire. The members' dates of births can also be added to their profile.

The Benefits

With the new SwiftTec system in place, it brings peace of mind for Funtastic in meeting regulations relating to Health & Safety and their insurance limit on the number of people allowed on the premises, knowing who and how many members and guests are in the building at any given time.

Gary Dixon added, **"The time and money and headaches this product has saved us at Funtastic is invaluable as we can have a throughput of over 1000 people a day in our business and with this system life has become a breeze".**

With detailed reporting on who has visited the play centre, on what days and how often, it allows Funtastic to run promotions based on loyalty points, or offer free visits for regular members.

The easy to use SwiftTec Membership System, developed using the latest Microsoft technologies has delivered everything that Funtastic wanted out of the system.

Simon Sparkes, Owner of SwiftTec said, **"We believe that our SwiftTec Membership System is a really attractive proposition for the smaller clubs as we offer a very competively priced "off the shelf" solution and we don't charge an annual fee."**

Commenting on the customer support Funtastic receives from Swift Tech, Gary Dixon said, **"SwiftTec's aftercare help is nothing short of superb and I can strongly recommend this product to anyone requiring software to manage "club entrance and exit and available spaces in session".**

Fully compatible with Windows XP, Windows Vista and Windows 7

Download an Evaluation Copy and Purchase

The SwiftTec Club Membership System is licensed using a per-computer licence and discounts are available for multiple licence purchases.

You can download a copy of the latest version of the Club Membership system from our website at **www.swifttec.com/downloads**.

To run the program, email **sales@swifttec.com** to obtain a trial licence key for the SwiftTec Club Membership System.

Contact SwiftTec

At SwiftTec, we recognise that software does not always meet 100% of the needs of the customer and we can scope the development of a customised version of our software for a specific customer requirement.

If you would like to discuss your specific requirements or would like to find out more, please contact us at sales@swifttec.com.

SwiftTec

68 Andrew Allan Road, Rockwell Green, Wellington, Somerset, TA21 9DY
Phone: **01823 478226** E-Mail: **sales@swifttec.com** Web: **www.swifttec.com**