

Interview Minutes (Larry Weisberger - manager)

Date: 06-10-2023

Interviewer: Martha Rivers

Interviewee: Larry Weisberger

Location: Cineco Meeting Room

Martha (M): Thank you for joining us today. We do appreciate your time, and your collaboration has been invaluable so far. Let's dive right in though, shall we? Well... You are already familiar with our process. How do you think the new features can align with the cinema's objectives and the manager's vision?

Larry (L): What I've gathered from all my previous experience, is that it's all about "customers being always right". People like to know what's going on: what can they see, where will they be standing while they're seeing it... Telling them is kind of our job, you know? That's what drives me so hard about this: I would really love to see all those people, who choose us rather than drinks or bouldering on Friday and Saturday nights... I would like all these people to come up to us, and eventually say "hey, we really feel rewarded for our loyalty, you really did something for us out there...". And, you know, this is just the beginning. We could take this much further, like doing double features that you just book, organizing a members' community, doing movie clubs, even having "bring a friend" days, for those who cannot afford a full membership!

M: That's great thinking, all these would be nice. Considering the complexity of these features, though, and our agreement, do you think we may need to prioritize some action items?

L: I do think real-time seat occupancy data is a must-have, like super-right-now. That is, if we don't want our employees on the desk to guess stuff *[laughs]*. We really really need to know right now what's booked, so that we can book further, even until the last minute. I remember, when I was managing that cinema in Apeldoorn, our booking system crashed for, like, twenty minutes before the screening. It was mayhem: people rushing, complaining that the seats were taken, the people on the desk even had to bring chairs in from the lobby, because we couldn't check what was double-booked...

M: Yeah, right... That seems reasonable. So what are you trying to achieve when it comes to your process?

L: I just hope that we get a jolly boom of people, you know? Like, have all these regulars, who already like us, walk in and out every day... And you know, that just breeds clientele. You see people walking in and out all day, spending days even in the theater, you're thinking "hey, this place must be awesome- I should hit a movie myself there someday." All that concerns me about that, is my team. They're mostly kids, you know, and they do this to pay through uni. I don't wanna force them to learn stuff they'll never need, or make this too hard for them. This is supposed to be an easy, friendly job for young people to get a foot in life,

until they find something that they deserve. But also, I cannot afford any more staff to handle problems. Especially extra programmers or whatever, like, specialists. You know, I am really happy every time one of my people leave for something better, but it's a headache, because then I have to find someone else that is nice and fits in...

M: I agree, managing the transition smoothly is key. We should plan comprehensive training sessions to ensure the staff feels comfortable with the new system.

L: Sure, if you say so... You guys are the experts! *[awkward laugh]*

M: Cool, cool... Regarding the current platform, can you elaborate its limitations? How do you believe the proposed enhancements can address these limitations?

L: People *have* been complaining about what goes on. And, honest, it starts getting overwhelming. Jeaninne has been all up my business because she has gotten a few emails from some friends about "what are we doing with their names", and "we can't sell their names to the government" and stuff. Then, Paula tells me that customers are sick and tired of filling in their information *all the time*- they just want us to store it and not bother us with it. What am I supposed to do? And then, Markowitz comes every day with a USB of ledgers and wants me to make sense of it, not to mention that Philippa is fending off *anything* that would mess with her books. I mean, all that buzz is what prompted me to ask for your help. I just want something that will make everybody happy, so that we could deal with the serious stuff- otherwise, I'm burning out within the year *[laughs]*.

M: Bridging these gaps is, indeed, essential. We will focus on addressing these limitations to create a more seamless experience for both the staff and the customers. Moving on to costs, though: what is our budget?

L: My hands are tied here, you need to check with accounting about that. I am also working with what Jeaninne gives me, and lately it's not much. She really doesn't like that we're plateauing. I'm always like "it's natural, you know, it's a hard market, we will deal with it", but that doesn't do anything for her. The next day, same question, same answer. It's been four months since it's been like this, and I really don't know what to do with...

M: You agree, though, that customer satisfaction is paramount. So, we will need a detailed cost-benefit analysis to ensure our investment aligns with the long-term objectives of the cinema.

L: Yeah, that's Philippa, I'm afraid.

M: Lastly, considering how you're so vested in this system, what are your expectations regarding the system's uptime and responsiveness? Especially during peak hours?

L: Look, all I care about is not getting our customers locked out of the system. I don't really know what that would look like, but I wouldn't like to explain to some grandpa why they cannot get tickets for their granddaughter. And, you know, when they're trying to book, it's all good because they're just texting on the survey thingy and then Paula just goes over that, solves stuff, I don't know... but with me, they just come to my face and it's like very awkward. Especially when we're overbooking. You know, only eponymous tickets may be issued by the webpage. So, the anonymous tickets, which are issued by the box office, cannot

go into the system. It would be very nice if we could find a way for anonymous tickets to also be registered into the system, so that we're not overbooking our halls.

M: Alright then, we need to achieve high response time and responsiveness. We will collaborate closely with our technical team to ensure the system operates seamlessly even during high-demand periods. Thank you for sharing your insights and goals for the project. We appreciate your innovative approach. As we move forward, we will consider your inputs while making practical decisions to align our actions with our objectives.

L: Thank you for this talk, it was nice. Have a nice day!

End of Interview 11:45