

BCG RISE Hackathon Project

S [REDACTED] Corp [REDACTED]

GROUP 4 - TEAM SUNRISE



Executive Summary



Situation	Key Insights	Impact
To create seamless customer journey which is consistent across all channels, for [REDACTED] attractions.	Derived from user and staff research, and user testing phases.	<ul style="list-style-type: none">- Increased customer satisfaction ratings by 50%.- Reduced waiting time across attractions- Added revenues of \$15.4mil post implementation.- Increased app downloads by 30%, from new and returning users.- Reduced staff turnover rate from 10% to 7%.

What we heard from the users & staff

**Overseas visitors desire moments and experiences with family
& want to optimise their experiences with their limited time.**

Adrenaline seeking behaviour comes in a spectrum.

"I want an experiential bonding time with my kids" - Brian

Need credible & complete information for research & booking

"Ticket prices on eBay seem too good to be true."

Expedia did not show all attractions, I had to book tickets on the spot.

I need safe distancing information."
- Kristine

Language barriers and long waiting times impede decisions

"I wish I could see attractions information in Hindi so I could explore easier"

- Tasneem

"The waiting times are too long"

Shift in consumer sentiment towards life experiences

"(Due to Covid) People are living in the moment as they don't know what's around the corner... I see more older people on the thrilling attractions."

- [REDACTED]
[REDACTED]

"...we didn't have time to visit all the attractions"
- Kristine

Multiple ticketing formats for staff to verify

"We work with as many as 20 ticketing agents."

Tickets could be in the form of QR codes, barcodes, assorted serial numbers"

- [REDACTED] staff operator

How might we...

... create a seamless customer journey

for a family of overseas travellers seeking to experience adrenaline activities together

so that they can maximise their time and experiences in S [REDACTED] ?

Meet Anita & her family

"I want an exciting and fun-filled family getaway in Singapore."

"We have limited time there, so I hope to make fuss-free decisions within our budget."



Sales Manager from India, age 36,
married with 2 kids, age 8 & 10

Needs & Wants

- Needs complete, legitimate information about S█████ attractions
- Wants safe distancing information
- Likes discounts or promotions

Tasks

- Obtained information from EaseMyTrip website
- Compared ticket prices to eBay & loveholidays
- Booked S█████ Hotel stay and ██████████ tickets on EaseMyTrip website

Challenges

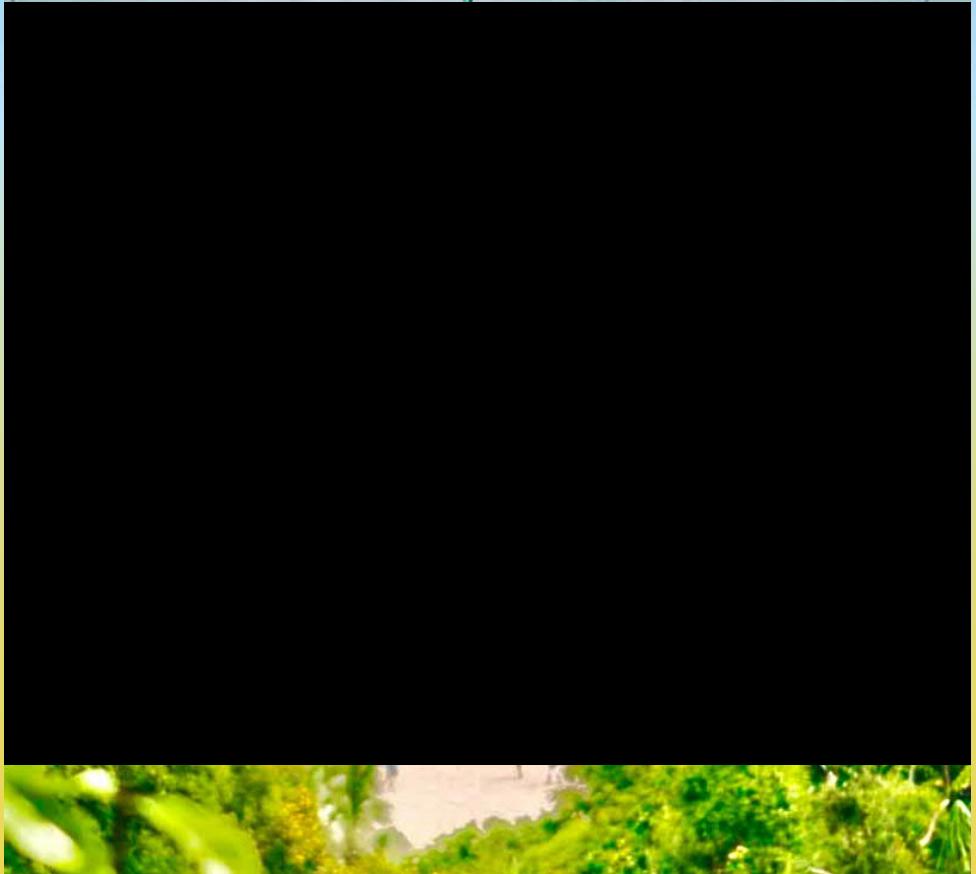
- Lack of credibility & incomplete information on 3rd party websites
- Too many confusing sources of information during research
- Faced language barriers
- Encountered long waiting time

Discover S

*ENJOY FUN MOMENTS
AT YOUR OWN PACE*

Key features:

- Video walkthroughs
- QR code & app download prompt on 3rd party sites
- Language options
- Ticket import functions
- Virtual Queue System
- Marketing push notifications



The school holidays are approaching and Anita desperately needs a getaway...



She begins the iterative process of exploring, researching and mulling about "what's good for the children"

1

Videos curated for S [REDACTED] attractions



[REDACTED]
[REDACTED] looks like a
fun place to visit!



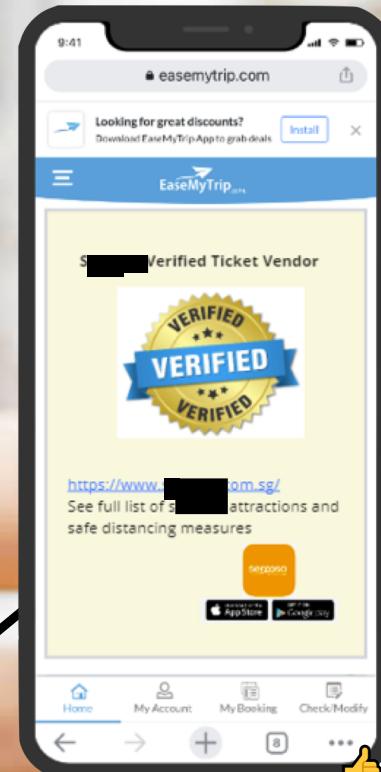
A screenshot of a YouTube video player. The video thumbnail shows a man smiling from inside a car window, with the text 'AN EXCITING DAY IN SINGAPORE' overlaid in orange. The video has 1,633,469 views and was uploaded on Aug 26, 2020. The channel 'Nas Daily' has 2.46M subscribers. The interface includes a 'SUBSCRIBE' button and a 'Find the words.' feature. Other video thumbnails are visible in the sidebar, including '9 DAYS IN JAPAN' and 'The Almost Perfect Island'.



She found a travel deals aggregator website that seems **legitimate** and has **information** of S [REDACTED] attractions, events and safe distancing measures

The screenshot shows a web browser window for EaseMyTrip.com. The URL is https://activities.easemytrip.com/. The page features a navigation bar with links for FLIGHTS, HOTELS, TRAINS, BUS, HOLIDAYS, CABS, ACTIVITIES (which is highlighted in red), GIFT CARD, CHARTERS, and MORE. A sidebar on the left lists categories like Other Inclusions (Activity equipment, Highly Trained Crew) and Things To Carry (Comfortable Clothes, Water Bottle, Camera). The main content area includes a "Reserve your spot now" section with fields for Select Package (dropdown menu) and Pick a date (calendar icon). A prominent callout box contains the text "S [REDACTED] Authorised Ticket Vendor" and "Full list of S [REDACTED] attractions, events & safe distancing information". To the right of this text is a QR code. Below the QR code is a large orange "Book Now" button. At the bottom of the page, there is an "Advisory" section with detailed text about participant responsibilities and booking terms, and a "Other Inclusions" section.

2 S [REDACTED] Authorised
Ticket Vendor QR
code



3 Link to information on
attractions, events & safe
distancing measures

Anita is prompted to download the [REDACTED] app on the booking site

4

App Download Prompt

- a. In-app promotions & discounts
- b. Track queue times
- c. Check the weather

Download [REDACTED] App for a seamless experience:

- [Download on the App Store](#)
- [GET IT ON Google Play](#)

In-app exclusive promotions & discounts

Track queue times on the go

Check the weather effortlessly

Participants are solely responsible for their own physical and mental state of health.
You are advised to secure your own travel insurance if you will be engaging in this activity.
The customer needs to submit the details within 48 working hours of the bookings. In case he/she fails to submit the details, the bookings will be canceled without any refund.

Other Inclusions

- Activity equipment
- Highly Trained Crew

Things To Carry

- Comfortable Clothes
- Water Bottle
- Camera
- Valid ID Proof

Documents To Carry

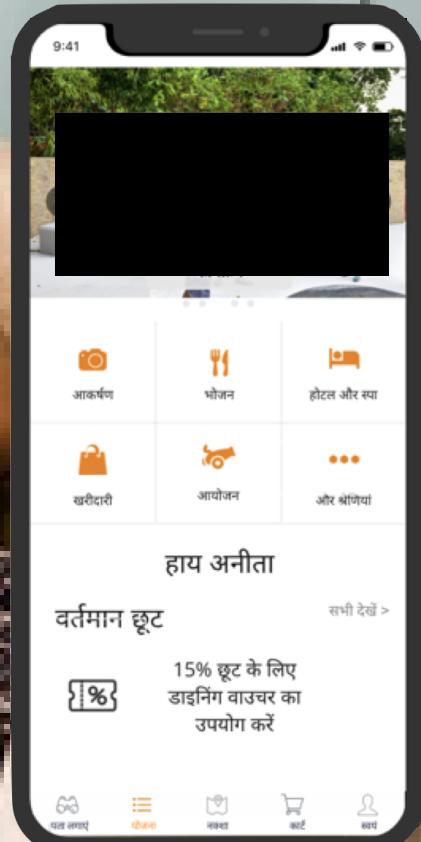
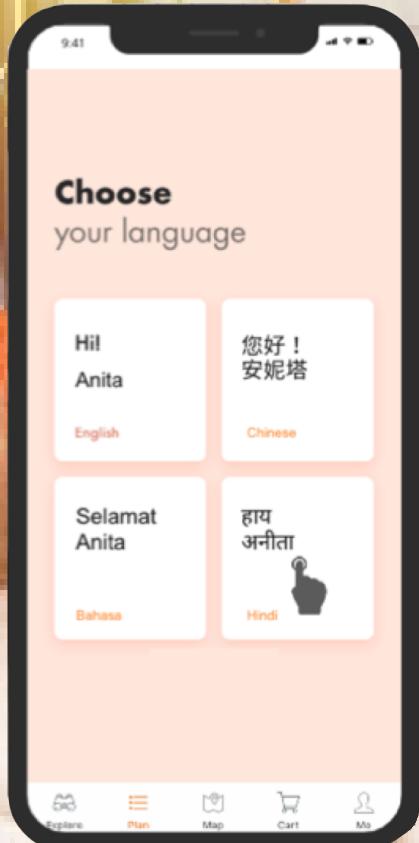
- Booking Confirmation Voucher

Tour Type

- This is a group tour

Location

She opens the [REDACTED] app and it has Hindi as one of the language options.



5

Added In-App Language Options

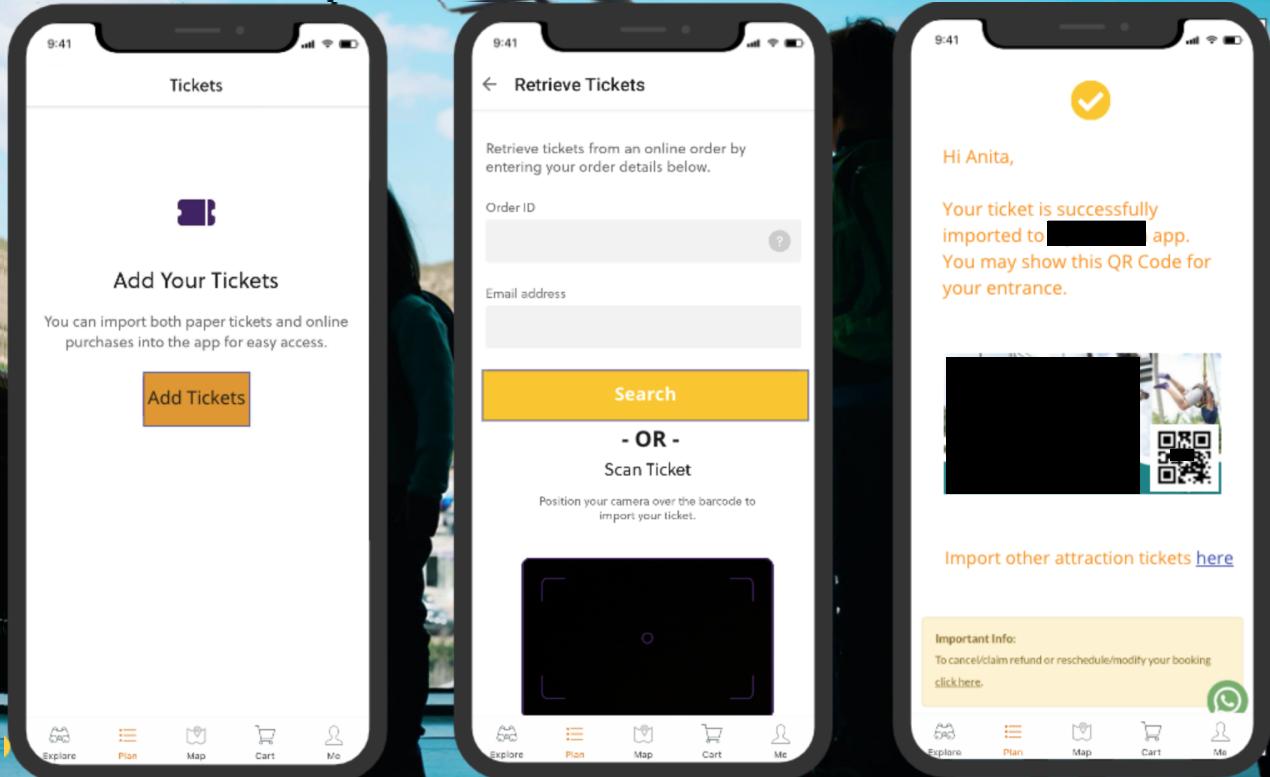


During her downtime on her travel journey, Anita settles the **administrative** matters of the trip

6

Ticket import in-app function

- 2 ways to import tickets into [REDACTED] app
- Imported tickets are in standardised QR format

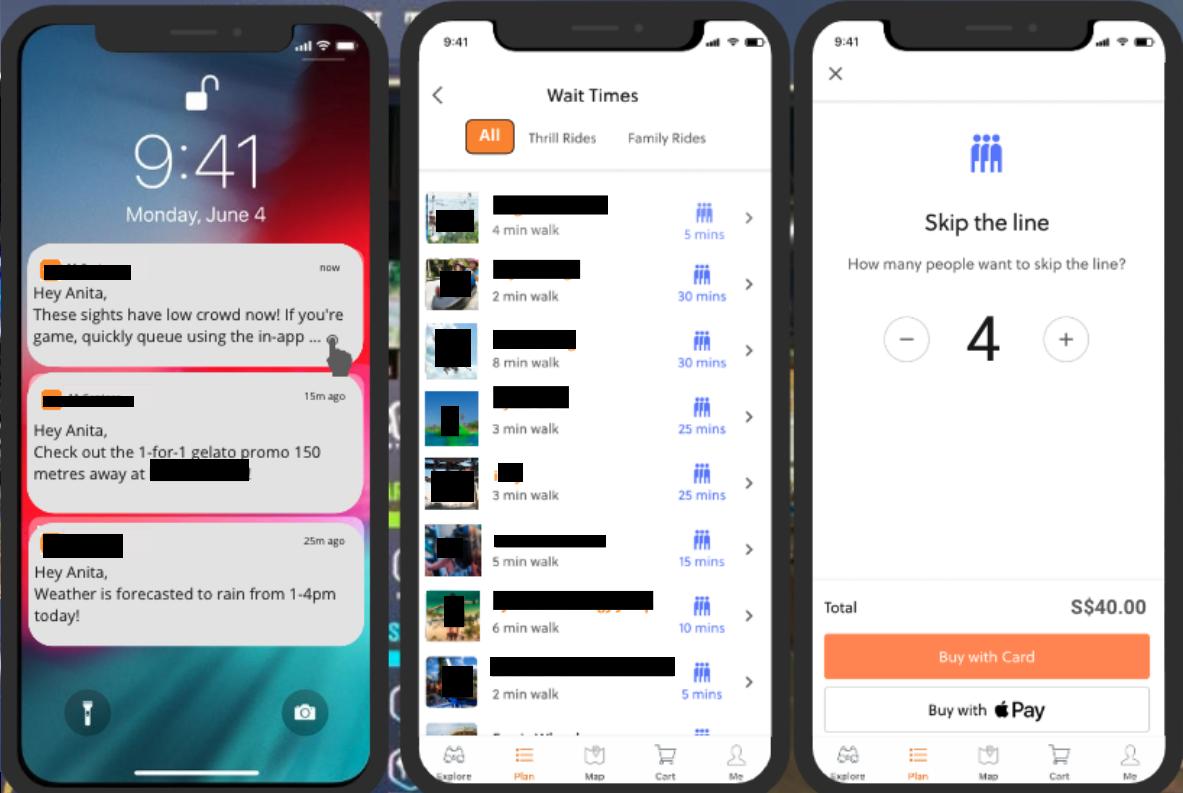
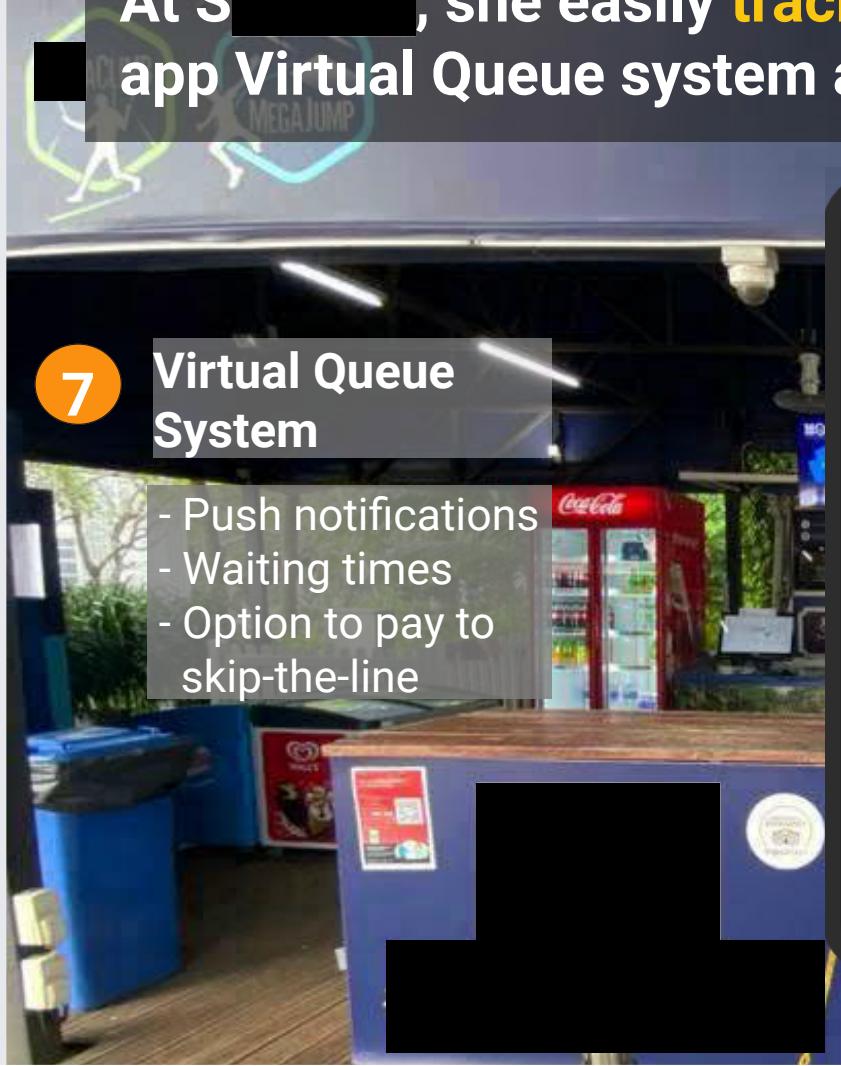


At S [REDACTED], she easily **tracks attractions waiting times** using the in-app **Virtual Queue system** and opts to pay to **skip-the-lines**

7

Virtual Queue System

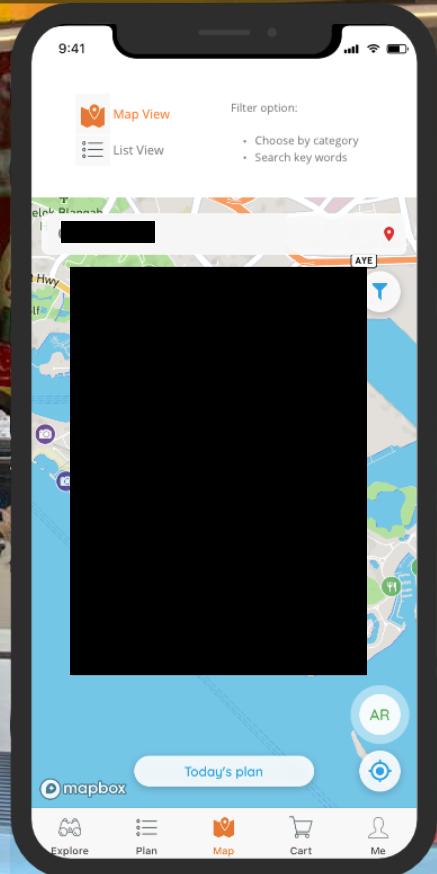
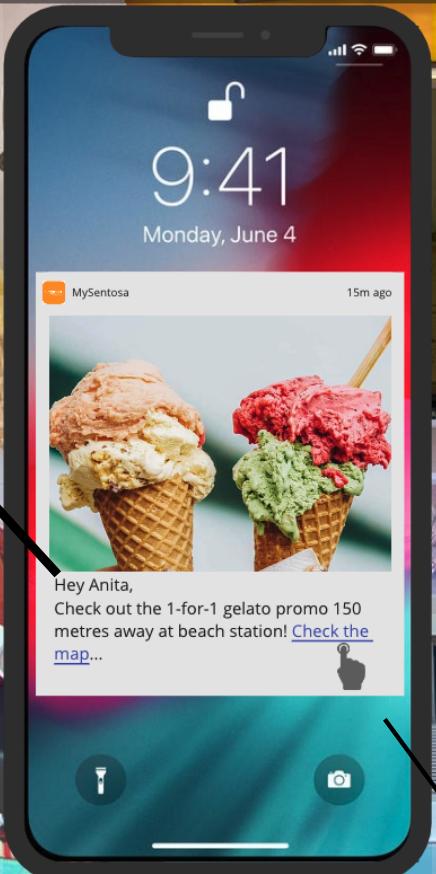
- Push notifications
- Waiting times
- Option to pay to skip-the-line



After an exhilarating time at [REDACTED], Anita gets suggestions on deals and activities nearby via push notifications

8

S [REDACTED] marketing and promotional push notifications



Tap for map directions

Concept Summary



Technical testing:

- Integrate language options
- Implement & track virtual queues



KPI to measure success:

- Increase in 3rd party ticket sales
- Reduced queue times
- App downloads > 260K (30%)
- Increase app (customer satisfaction) ratings
- High video viewership
- Increase in staff ratings



Potential challenges:

- Complex technology
- Critical mass of app downloads
- Non-tech savvy visitors
- Non-cooperation of 3rd party vendors

How will we deliver this solution?



Cost - Benefit Analysis

Benefits:

- Queueing time
- Customer experience
- App adoption rate
- Staff turnover

⬇️ 20-30 mins
⬆️ 50%
⬆️ 30%
10% ➔ 7%



Revenue:

Increase in secondary spending (while virtual queueing)	\$7.5m
Paid skip-the-line revenues	\$7.9m
Total increase in revenues:	\$15.4m/year

Cost:

Cost breakdown	Cost in \$S
System Integration QR	20,000
Revamp App (Language, Queue, Import ticket)	80,000
QR code vendor	100
Maintenance cost	60,000

Total costs: for first year	\$160k/year
for subsequent years	\$ 60k/year