

# Alton Towers Theme Park upgrade guest experience with innovative new lost property process



Alton Towers is the UK's biggest theme park, with millions of visitors every year and 40 rides and attractions.

## The challenge

Each week, up to 200 items are found across the park and passed to the Resort Box Office for registration and then onto Reception for storage. Around 150 enquiries come in via a number of channels to both locations:

- Each item was registered manually on a paper form by the Guest Services team, and then had to be recorded again by the reception team into Excel
- It typically took 5 minutes (up to 15 minutes!) to register each item as team members were often distracted with other important guest-facing tasks
- The fragmented process and the manual nature of the matching process made it time-consuming and difficult to handle guest enquiries, reducing the likelihood that they would be returned
- The lack of communication to guests resulted in numerous enquiries about the same items, further convoluting the process and frustrating everybody involved
- The whole process was cumbersome for team members and often resulted in a negative guest experience

Their ambition was to free up time as well as to improve both the speed and accuracy of their responses when handling guest enquiries; ideally repatriating more items.

## The results

The team spend 90% less time registering items and 20% less time handling enquiries

## The solution

Items are now registered at the Box Office using NotLost on an electronic tablet. The use of image recognition software ensures accurate data entry and detailed, standardised reports, as well as removing the need for duplicate registration.

NotLost have also built an online lost form that provides a simple 24/7 method for guests to report lost items. The use of images, lost/found comparison and keyword searching enables reception staff to quickly identify items and validate guest enquiries.

Staff can now focus their attention on providing an excellent service to guests. The guest experience has also been improved; a more robust process means that enquiries have a faster turnaround, and ultimately more items are returned.

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We started seeing positive results within the first 2 weeks when we were reuniting a lot more items with guests than we were before!

Assistant Customer Services Manager, Alton Towers

## What did the team think?

"The uploading side of things is brilliant. Literally, just take a photo and writing down where it's found. And then done - it takes less than a minute."

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It's now a lot simpler for guests to report a lost item. We've even had quite a few emails from people post visit saying 'thank you for finding it so quickly' and 'it's been really efficient!'

Assistant Customer Services Manager, Alton Towers

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NotLost offers us a modern solution to managing our lost property processes. It was simple to implement, is easy to use and saves significant time and hassle for our team. Our guests get a better level of customer-service and we are returning more items of their property.

Sales and Customer Service Manager, Alton Towers