



PARC OISEAUX
DES



Parc des Oiseaux

3000 Birds to discover
100% Cashless thanks to an
NFC payment card
12 000 subscribers



"For the 2018 season, we wanted a system that would facilitate payment in the Parc des Oiseaux and entirely take out on-site monetary flows, in particular for security reasons. In order to meet our expectations, PayinTech assisted us with implementing a Cashless system throughout the Parc and we are very happy with it. The 12,000 subscribers now own a card that can be used as an electronic wallet which facilitates their experience at the Parc des Oiseaux. Cashless payment is easy to implement and interfaces with our IREC cash register solution. Furthermore, PayinTech, via an Account Manager, has fully assisted us throughout the implementation of the solution (roll-out, training and definition of dedicated lines of communication) so that nothing was overlooked."

Emmanuel Visentin - Director @ Parc des Oiseaux



A comprehensive, and innovative private currency solution

The Parc des Oiseaux is now equipped with the PayinTech cashless payment solution, which reduces visitors' waiting time at points of sale in the Parc and enables managers to increase sales and the average basket, to secure financial flows and to gather qualified data. The Parc can therefore adapt its offer and make sure that it provides services that are increasingly in line with visitors' expectations.



A cashless membership card

The 12,000 Parc subscribers now own a card which serves both as their access and payment card at the points of sale. This means that they only need their cashless card to enjoy a relaxing visit. Of course, the card can be used again from one visit to another throughout the whole season. By getting to know more about subscribers' habits, the Parc can offer additional content such as competitions or special offers to foster loyalty among visitors.



A solution compatible with the existing software tools

The PayinTech solution is open in order for it to be adaptable through time and according to uses with the equipped clients. In this particular case, the solution is compatible with the solutions deployed by Vivaticket (formerly IREC): compatibility with the subscription management module, as well as with the cash management software rolled-out at all the Parc's points of sale.

