

IRON MOUNTAIN HOT SPRINGS

A WORLDSPRINGS PROPERTY



Iron Mountain faced significant challenges when transitioning from a no-reservation system to a structured reservation model due to the global pandemic. The facility needed to streamline operations and enhance the customer experience. By implementing **accesso Freedom**, Iron Mountain achieved enhanced reporting, an improved customer experience, increased revenue, and higher staff satisfaction.

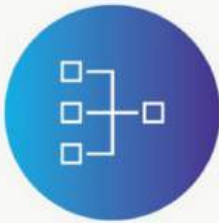
INTRODUCTION

Iron Mountain is a prominent hot springs facility located along the picturesque Colorado River. Featuring 32 pools, it is a favorite destination for families, groups, and adventure enthusiasts looking for a mix of relaxation and excitement. With a wide range of amenities, Iron Mountain had built a reputation for providing exceptional guest experiences. However, the pandemic necessitated a reevaluation of their business model and operational framework.

THE PROBLEM

The shift from a no-reservation system to a structured reservation model was essential to manage the high demand for Iron Mountain's services and this transition was not without its challenges. They were particularly struggling to balance the staff workload required to check-in guests and register credit cards on a wrist-band system with the reality that the average guest stay was often only 2-3 hours. Iron Mountain also recognized the need for a more robust POS system that could streamline food and beverage operations, ensuring faster service and a seamless guest experience.

OTHER CHALLENGES INCLUDED:



Operational Complexity:

Moving to a reservation based system introduced new layers of complexity in managing customer flow and service delivery.



Customer Experience:

Ensuring a seamless and enjoyable experience for guests while adhering to new safety protocols was critical.



Staff Adaptation:

Employees needed to easily adapt and learn the new system without a negative impact on their efficiency, job satisfaction, or income.



Technology Limitations:

The existing point-of-sale (POS) system lacked the flexibility and customer friendly mobile features needed to support the new reservation model.



THE SOLUTION

To address these challenges, Iron Mountain sought to upgrade its system and integrate new solutions. After evaluating various options, they selected **accesso Freedom** for its comprehensive features and robust mobile-first ordering capabilities. The implementation began in February 2024 and the solution was fully rolled out and operational by June 2024. The key steps in the implementation included:

1

Mobile Ordering Rollout:

The initial phase introduced mobile ordering at just one of the Iron Mountain café locations.

Rollout then expanded based on adjustments from early feedback at the initial café.

2

Fixed POS Integration:

Implemented fixed point-of-sale systems alongside mobile ordering to provide a seamless experience for both customers and staff.

3

On-Site Support:

accesso provided hands-on support, facilitating real-time feedback and adjustments, ensuring a smooth transition.

RESULTS

The introduction of **accesso Freedom** had several positive impacts on Iron Mountain's operations:

Increased Revenue:

- Mobile ordering contributed to higher per capita spending on food and beverages.
- Observed a 20% or larger increase in overall order size, with average transaction size for mobile food orders 10-15% larger compared to in-person purchases.

Enhanced Reporting:

- The new system's dashboard provides quick access to vital data, such as top-selling items and revenue breakdowns by purchase method.
- Streamlined the reporting process, enabling more informed real-time decision-making.

Improved Guest Experience:

- Guests now order food and beverages from their pools and receive notifications when their orders are ready.
- Hot springs guests enjoy "skip the line" ordering to place large orders without interrupting their soaking experience.

Staff Efficiency:

- Despite some initial skepticism from the staff, the implementation was smooth, and employees quickly adapted to the new system. In particular, they enjoyed being fully-trained on the system in 2-hours or less.
- The integration of mobile ordering and fixed POS systems did not negatively impact tips, maintaining staff morale and income levels.

"The hands-on support from the **accesso** team, was instrumental in making this transition smooth and effective. Our guests appreciate the convenience of mobile ordering and we've seen a significant boost in mobile order revenue. This technology has put us in a good spot for future growth."

- Aaron McCallister, General Manager, Iron Mountain



FUTURE PLANS

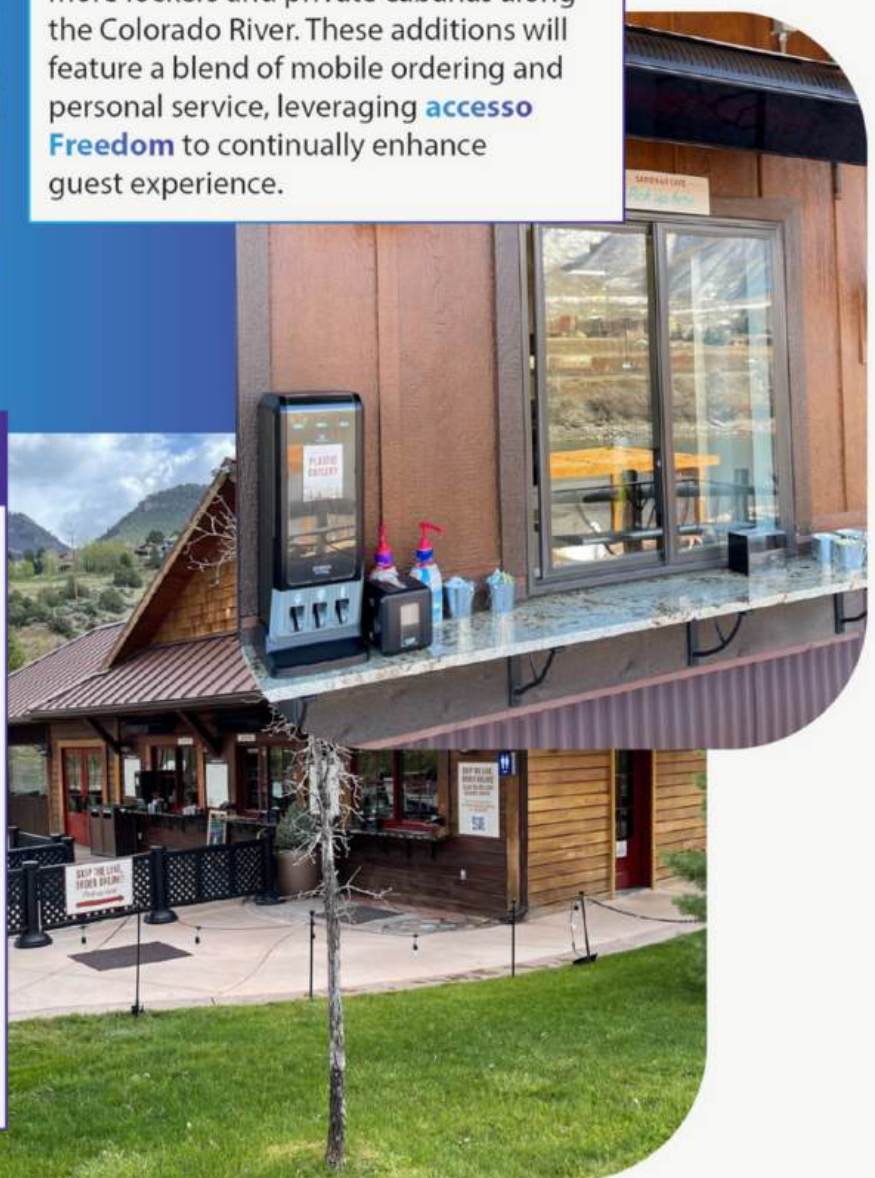
Looking ahead, Iron Mountain plans to further develop its facility by adding more lockers and private cabanas along the Colorado River. These additions will feature a blend of mobile ordering and personal service, leveraging **accesso Freedom** to continually enhance guest experience.

CONCLUSION

The successful implementation of **accesso Freedom** at Iron Mountain revolutionized their operations, enhancing both customer experience and operational efficiency.

The facility now enjoys streamlined reporting, increased revenue, and higher staff satisfaction.

The partnership with **accesso** has not only helped improve current operations but has positioned Iron Mountain for future growth and innovation in the hot springs industry.



Ready to transform your operations like Iron Mountain?

Contact sales@accesso.com for a personalized demo of **accesso Freedom**.

For more information about Iron Mountain please visit <https://www.ironmountainhotsprings.com>