DOCLX
CITY CARD SOLUTIONS
FULL SERVICE FOR CITY CARD OPERATORS

YOUR CITY
CITY CARD 24h
Gültig ab/ Valid from
DD MM YY /24hours

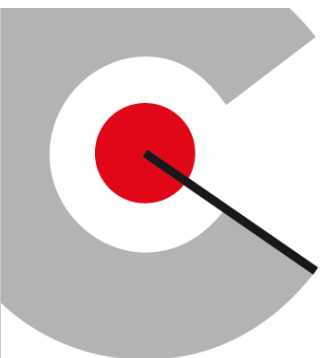YOUR CITY
CITY CARD 24
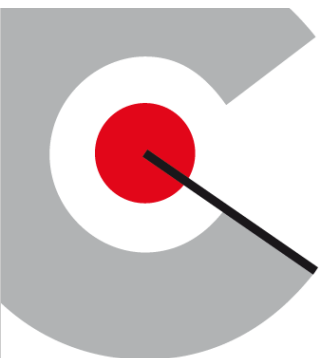
DocLX City Card Solutions GmbH

DocLX City Card Solutions GmbH is an IT-software service provider specialized in programming, maintenance and support of applications and systems for the operation of city and region cards.

As the sector-specific specialist, the focus lies on the digitization of all processes, workflows, security concepts and usability as well as the required modules (integrated app, web shop, big data analysis, financial services, stock management, voucher and coupon management, CRM of service and distribution partners as well as an connection to public transportation), which are essential for the flawless operation and functionality of a card.

With extensive experience in tourism, expertise in the online and mobile sector, the focus on digitization and consulting experience in process management, the company covers not only a very special niche in tourism, but also in the IT-industry as a software solutions provider. No other supplier provides such amalgamated services to this extraordinary extent.

Strengths of DocLX

- Specialist for city and regions cards

- Fully automated and digitized processes

- Holistic system for card operation - All in One

- Rapid implementation and execution

- 100% individual customization by adapting the modular system

- Drastic simplification and acceleration of the billing process

- Live statistics, direct traceability of redemptions and visitor flows

- Automatic dunning and billing

- Think Tank: knowledge and development of other cities and regions

- Continuous development of innovative features for operator and end customer

- Experience in developing digital city and region cards by the example of the Vienna City Card of the Vienna Tourist Board
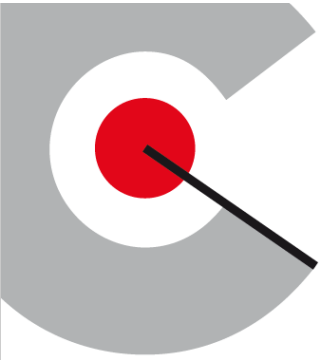
Digital transformation
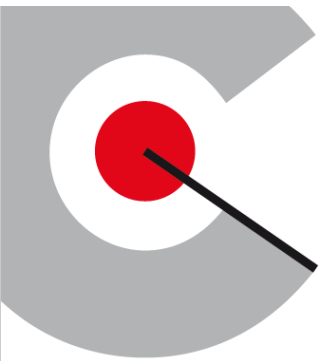
Maturity – a digital journey

Phase 0: "Offline"

- No website of the card / no card

Phase 1: "Web Presence"

- Web presence, no order possibility
- Card in paper form, manual process

Phase 2: "Online Shop"

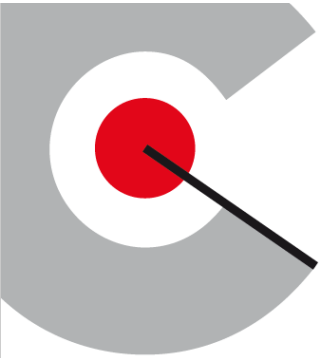- Online booking, simple voucher redemption

Phase 3: "Multi channel"

- Digital Voucher, online and offline presence merge
- Sales points merge
- Digital code solutions are comprehensively supported
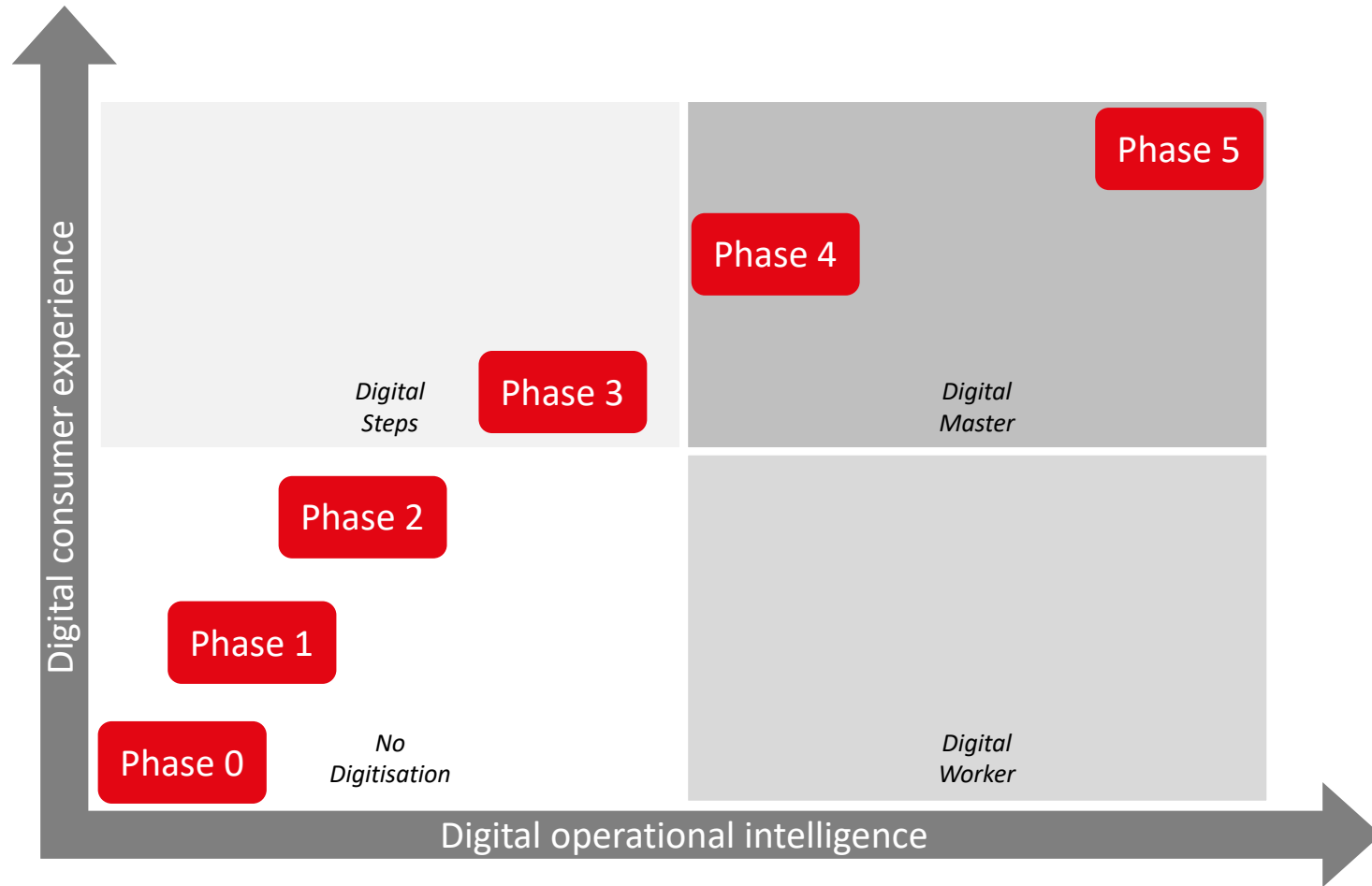
Phase 4: „Mobile business"

- Digital card (via App, print@Home)
- Fully integrated interfaces to third-party sellers and suppliers
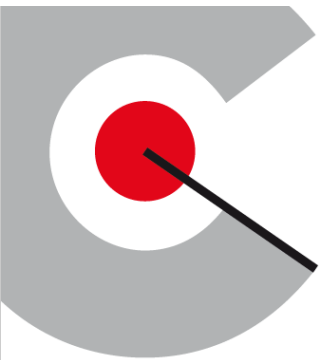
Phase 5: "Digital Company"

- Complete digital operational process
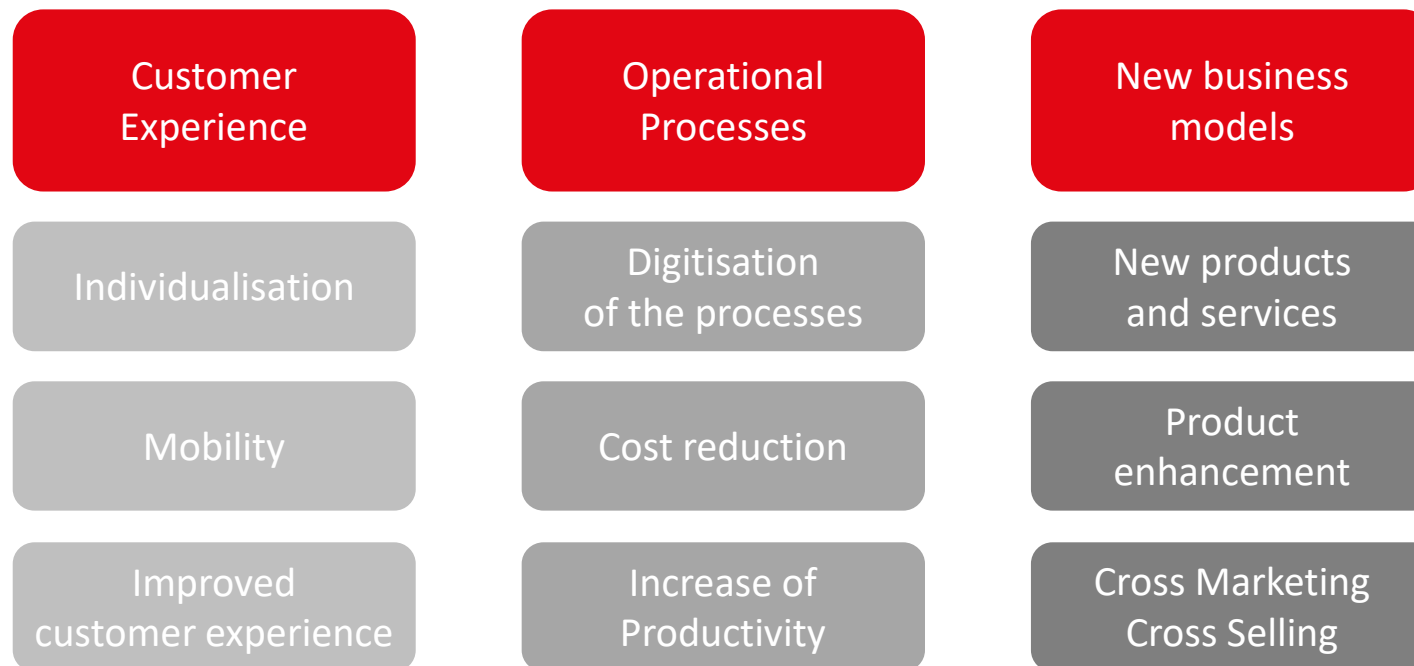- Customer orientated business model
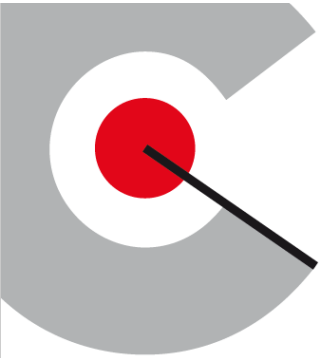- Extensive data analysis

Digital maturity quadrant

Digital consumer experience (vertical axis)

Digital operational intelligence (horizontal axis)

Digital Steps

Phase 3

Digital Master

Phase 4

Phase 5

Phase 2

Phase 1

Phase 0

No Digitisation

Digital Worker

Digitale Transformation

Customer Experience	Operational Processes	New business models
Individualisation	Digitisation of the processes	New products and services
Mobility	Cost reduction	Product enhancement
Improved customer experience	Increase of Productivity	Cross Marketing Cross Selling

Show Case Vienna City Card
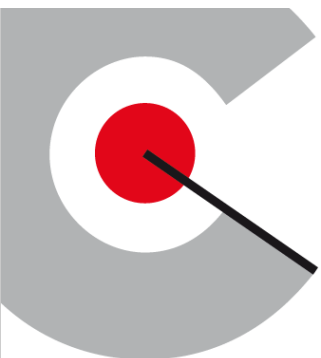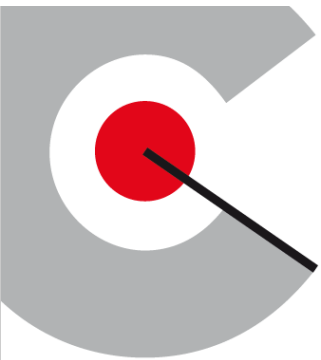
VCC- FACTS

Public transport (Wiener Linien)	✓	
Hop-On Hop-Off Tour by Big Bus Vienna		✓
Discount card for 24, 48, 72 hours	✓	✓
More than 210 discounts	✓	✓
Live Guided Night Tour		✓
Guided city walk		✓
Available in the app	✓	✓
One child up to the age of 15 travels free with each Vienna City Card holder	✓	
One child up to the age of 16 travels free with each Vienna City Card holder		✓

VCC - statistics

- +/- 300 000 cards will be sold in 2018

- +/- 415 Sales Partners all over the globe

- Mobile APP – ticket since March 2017
  From the Beginning 10 % of the total sales

- print@home ticket since May 2018
 From the beginning 2 % of the total sales
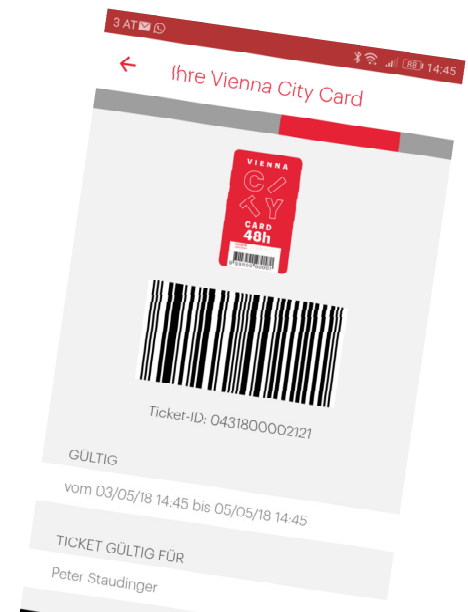
Vienna City Card

As Austria's number one agency in event marketing DocLX has been nominated as the exclusive retail and marketing partner for the Vienna Tourist Board's "Vienna City Card".

"DocLX presented an impressive concept, which clearly showed their experience in the tourism industry and considerable expertise in the online area. DocLX's extensive international network is an additional bonus, one we are sure to benefit from." explains Vienna Tourist Board's Managing Director Norbert Kettner.

With DocLX City Card Solutions we have combined our experience in tourism, online/mobile specialised knowledge, digital transformation and consulting in process management to create a digital product that will satisfy end users and tourist board's staff alike on a daily basis.
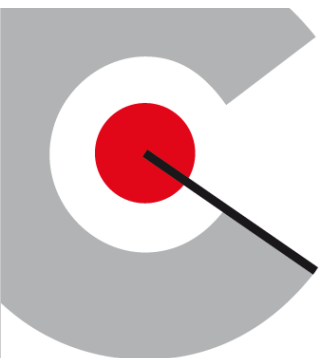
Challenge

- Analogue process
- Changing behavior of tourists
- Individualism
- Paper voucher booklet
- Short term thinking and impulse buy
- Technology savvy
- Many different distribution channels
- Raising logistic challenges
- Stronger competitors
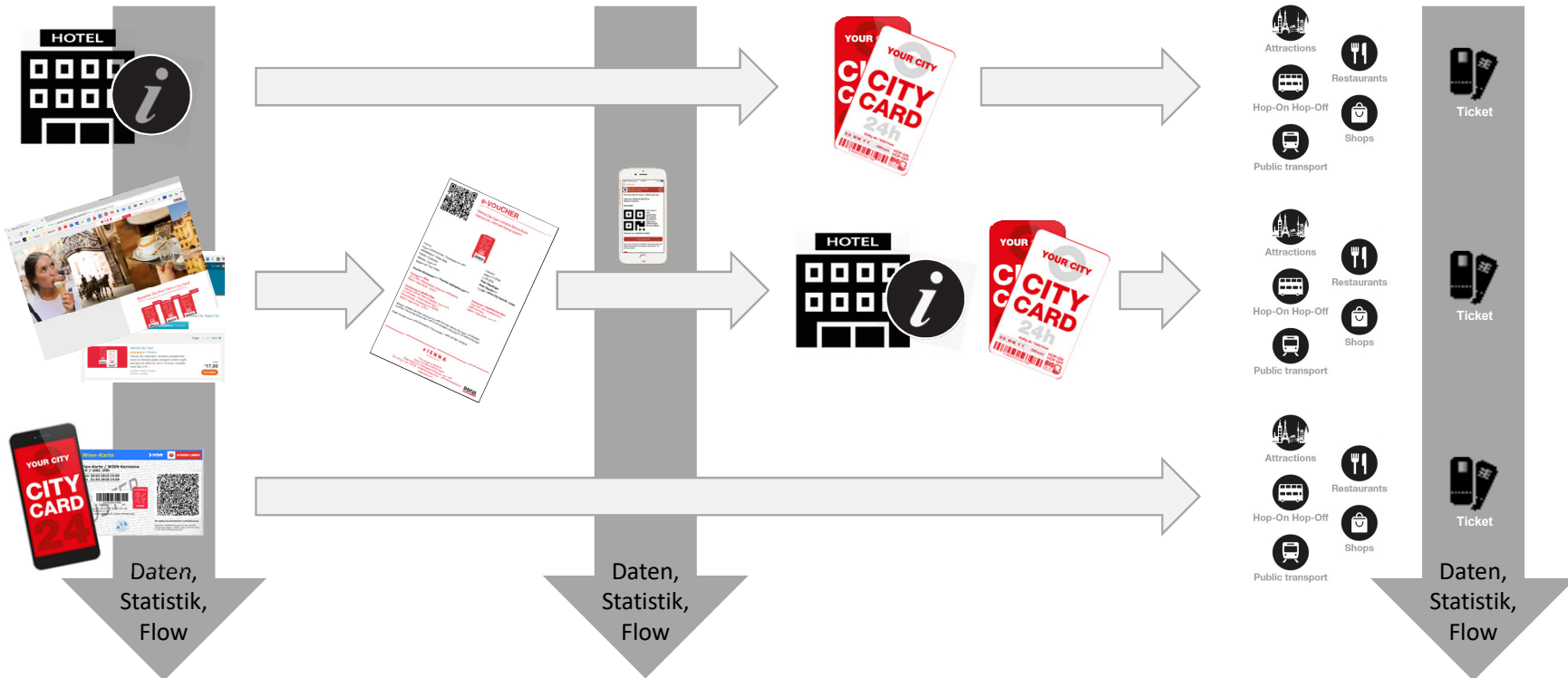- Digital city cards
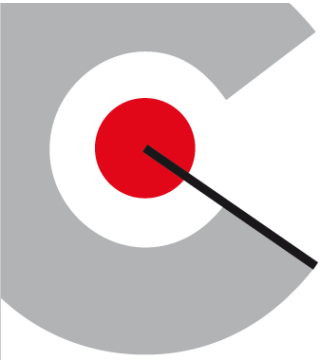
The Solution

City Card Lifecycle

Guests — Tourist Info, POS, Hotels

Guests — Sales Partner

Guests — Web shop, App

Daten, Statistik, Flow

Daten, Statistik, Flow

Daten, Statistik, Flow

Attractions
Hop-On Hop-Off
Public transport
Restaurants
Shops
Ticket

Integrated City Card Solution

DOCLX — CITY CARD SOLUTIONS

City Card Lifecycle

Tourist Info, POS, Hotels

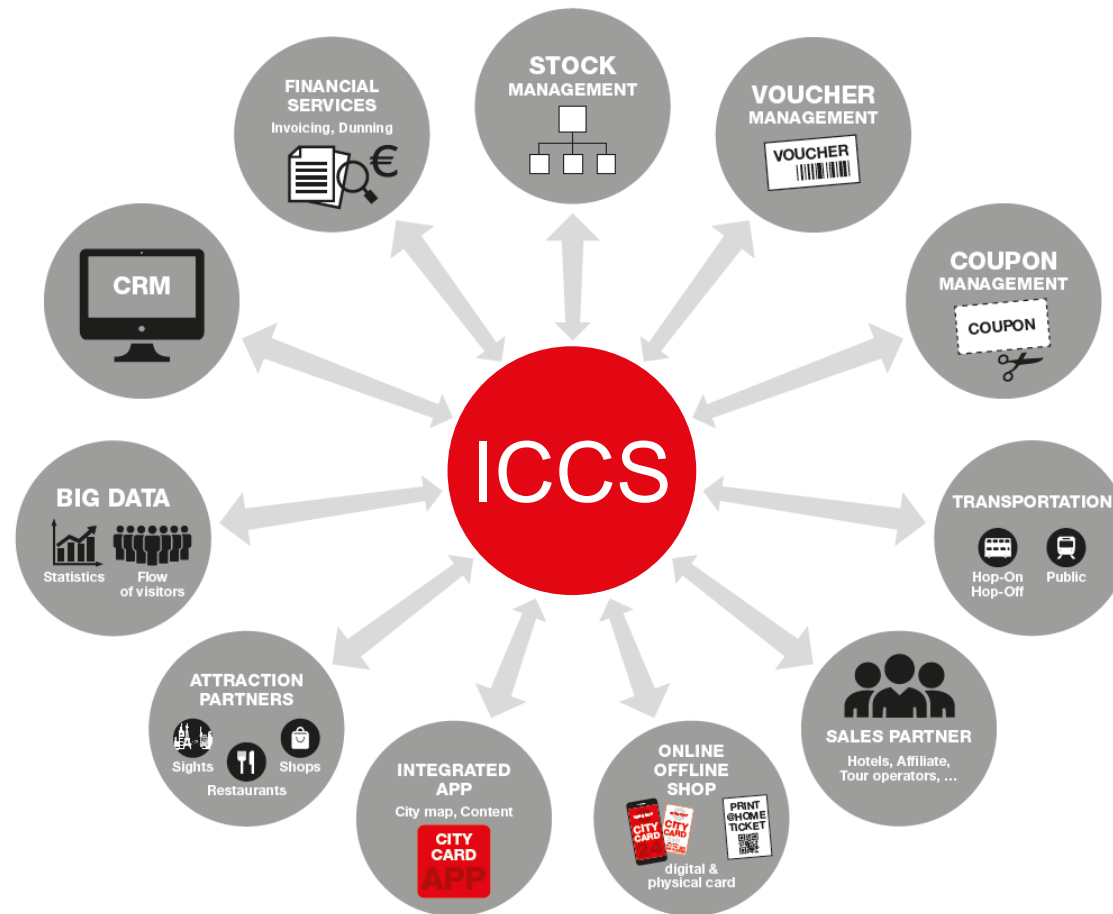Stock Management, Partner Login, CRM, Statistics, Financial Services, Commission

Attractions
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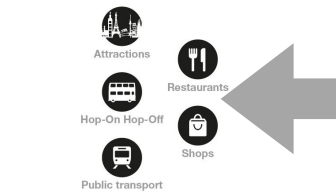
Coupon Management, Partner Login, CRM, Statistics, Commission, Financial Services, Big Data Analyse

Sales Partner

Stock Management, Partner Login, CRM, Statistics, Financial Services, Commission

Web shop, App

Statistics, Financial Services, Big Data

Guests

Daten, Statistik, Flow

Integrated City Card Solution

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CITY CARD SOLUTIONS
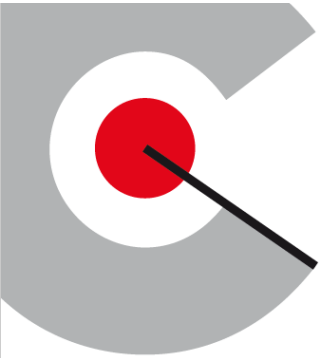
Integrierte City Card Solution

ICCS

FINANCIAL SERVICES
Invoicing, Dunning

STOCK MANAGEMENT

VOUCHER MANAGEMENT
VOUCHER

COUPON MANAGEMENT
COUPON

CRM

TRANSPORTATION
Hop-On Hop-Off   Public

BIG DATA
Statistics   Flow of visitors

ATTRACTION PARTNERS
Sights   Shops
Restaurants

INTEGRATED APP
City map, Content
CITY CARD APP

ONLINE OFFLINE SHOP
CITY CARD
PRINT @HOME TICKET
digital & physical card

SALES PARTNER
Hotels, Affiliate, Tour operators, …

DOCLX
CITY CARD SOLUTIONS

Integrated City Card Solutions

- Management cockpit of all card types
- Stock management
- Digital field service support
- Automatic billing
- Automatic voucher generation
- Automatic dunning process & claim management
- Cash register management
- Commission support
- Statistics & exports
- Integrated online shop
- Data integration with App
- CRM
- Online insights for partners (Partner portal)
- ERP Data-export (SAP, AMS,…)

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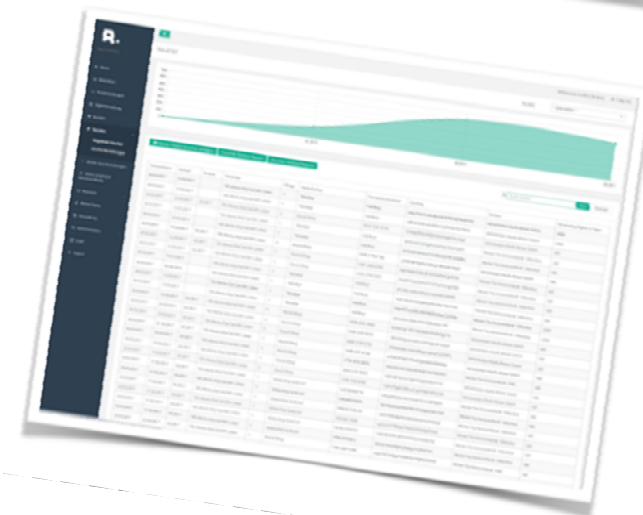
Voucher Management

- Voucher handling via API, code list, or partner portal

- Support of 3rd party vouchers

- Automatic billing

- Support of Affiliate program

- Versatile statistics

- Reporting (daily, weekly, and/or monthly reports)
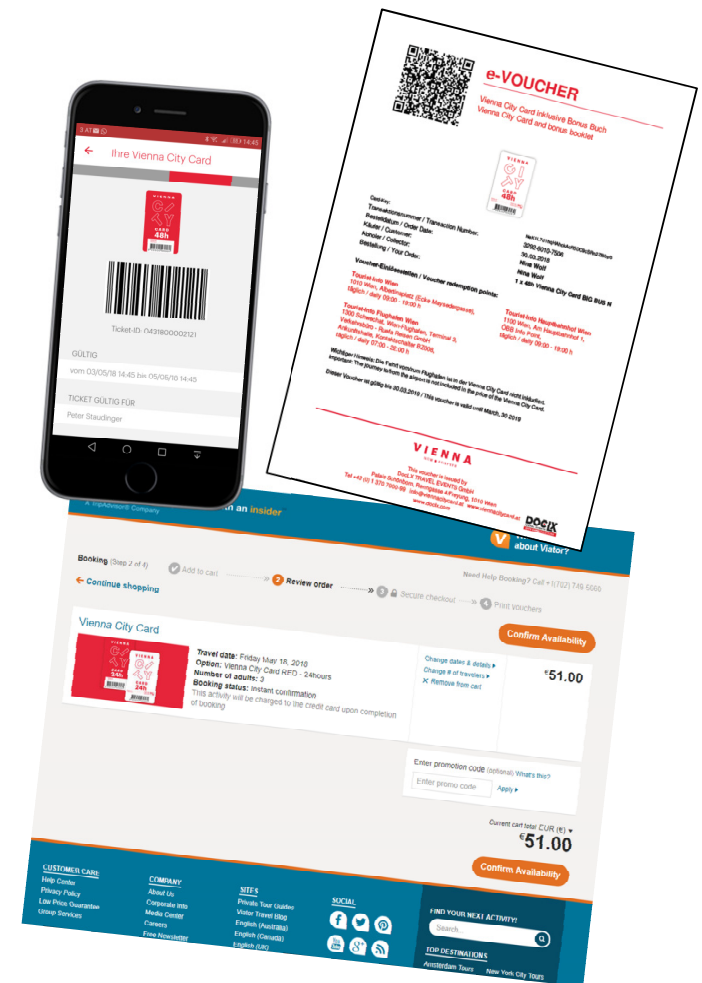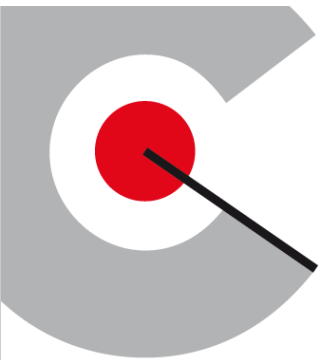
Coupon Management

- Management of partner coupons (redeeming)
- App for redeeming via bar / QR Code
- Track & Trace
- Multiple or one time redeeming possible
- Reporting (daily, weekly, and/or monthly reports)
- Online Reporting
- Multiple redeem stations

Card App (iOS & Android)

- Digitizing the existing city card
- Fully integrated On Demand electronic City Card App
- Integrated coupon system / voucher booklet
- Interface to public transportation & hop-on hop-off bus
- „Blended" App (analog & digital)
- Digital map with all attractions
- Filter & sorting
- Integrated direct marketing
- Electronic city guide
- Detailed information about all attractions and partners
- On- and offline mode
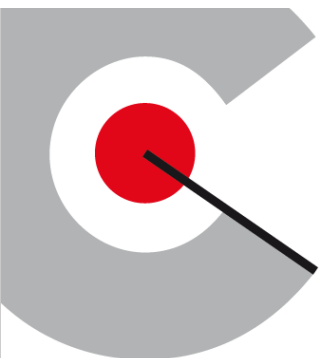
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