

CASE STUDY

BridgeClimb Sydney Enhances Efficiency and Safety with Flexi Form Technology.

CHALLENGE

To evolve the manual health assessment process at BridgeClimb to improve customer experience and team efficiencies.

BridgeClimb prioritises the well-being of climbers and considers their health and safety paramount. As part of their protocol, climbers were required to fill out a Health Assessment form using pen and paper upon arrival. With an average of 14 climbers per departure, this manual process resulted in prolonged check-in times. Climb leaders had to painstakingly review all 14 multi-page health assessments before each climb. Subsequently, the forms were stored in boxes and kept in a storage room, only to be securely shredded after a specific period.

Despite efforts to encourage climbers to arrive with pre-filled forms received via email, a staggering 90% of climbers failed to print and complete them. Consequently, this legacy process did not align with BridgeClimb's preferred product delivery, customer experience or sustainability goals

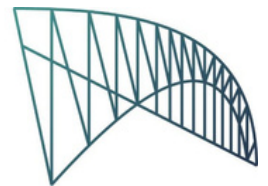
ACTION

Digital Transformation of Health Assessment Process.

Recognising the need for a more efficient solution, BridgeClimb conducted a comprehensive evaluation of various third-party options. Eventually, they determined that a customised, in-house solution was necessary. BridgeClimb approached CustomLinc, their trusted Booking Technology provider, to develop a digital platform for the Health Assessment process. Thorough documentation of BridgeClimb's end-to-end requirements was shared with CustomLinc, emphasising the need for configurability to accommodate future needs.

In response to these specific requirements, CustomLinc developed Flexi Forms, an ideal solution for BridgeClimb while also offering valuable applicability to the broader CustomLinc client base. The configurability of Flexi Form enables BridgeClimb to modify questions, question styles, rules, and even add new languages as necessary. This flexibility empowers BridgeClimb to design a comprehensive Health Assessment, incorporating a hierarchical structure of questions based on climbers' responses, which is seamlessly integrated with a dynamic "risk matrix." As a result, high-risk climbers and other health concerns are promptly flagged for tour leaders' awareness prior to each climb departure

**BRIDGECLIMB
SYDNEY**



HIGHLIGHTS

CustomLinc develops Flexi Form for BridgeClimb.

- Reduced check in times
- Improved risk analysis
- Improved auditing processes
- Improved guest experience
- Reduced Tour Leader administration

RESULT

Efficiency Boost and Enhanced Compliance Achieved.

The implementation of Flexi Form has yielded significant improvements in check-in processes at BridgeClimb. The time required for check-in, specifically for groups of 2-4 climbers, has been drastically reduced from an average of 6 minutes to a swift 2-3 minutes per departure. Moreover, an impressive 85-90% of climbers now submit the Health Assessment form prior to their arrival, streamlining the overall process.

This digital transformation has empowered BridgeClimb to identify high-risk climbers in advance. Through automated mechanisms, the system notifies high-risk individuals that they will receive a call from BridgeClimb personnel to discuss their Health Assessment. Consequently, expectations and necessary precautions are established before climbers even step foot on-site.

Notably, the workload of Climb Leaders has been significantly lightened as the system intelligently flags only relevant issues that require their attention during the Health Assessment review process.

In addition to process optimisation, the introduction of Flexi Form has facilitated a range of other benefits. BridgeClimb has successfully cleared their storage area and reduced expenses associated with secure shredding. By aligning with sustainability requirements, Flexi Form has proven to be an environmentally conscious solution.

Moreover, Flexi Form aligns seamlessly with BridgeClimb's Data Governance Policies. The platform adheres to purge rules, securely destructing customer health data after a designated time period. Its robust capabilities also satisfy auditing requirements, insurance policies, and incident management processes. Furthermore, the inherent flexibility of Flexi Form allows for future adaptation to accommodate evolving business needs beyond the Health Assessment domain.

ABOUT CUSTOMLINC

A sophisticated and customisable solution for the Tourism, Transport and Leisure industry.

CustomLinc is a team of professionals, bringing together a wealth of experience from the region's leading tourism operators. We are passionate about making a difference; not just by providing software for you to use, but by helping you streamline operations to deliver real benefits throughout your organisation.

If you need solutions for:

- high volume POS ticketing operations and access control;
- multi-module environment including ticketing, retail, food and beverage, functions and CRM for customers and agents;
- managing and allocating shared resources;
- operating multiple vehicles types such as coaches, vessels and planes;
- operating multiple brands or multiple locations;
- passengers transferring between vehicles.



"Flexi Form has revolutionised the guest experience, enabling BridgeClimb to provide seamless journeys across the iconic bridge. By developing and implementing Flexi Form, we have witnessed a remarkable improvement in customer satisfaction and a hassle-free experience for our valued climbers. The cost benefit analysis of Flexi Form, specifically in terms of enhancing the guest experience, is impressive."

Darren Simpson
Bridgeclimb



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