

Building the foundations to deliver a seamless **customer experience**

Cotswold Wildlife Park & Garden strengthens its infrastructure to ensure business resiliency.



Background:

The Cotswold Wildlife Park & Gardens exhibits over 260 different species of animals and is set in 160 acres of landscaped parkland and gardens in Oxfordshire.

The Challenge:

Cotswold Wildlife Park welcome c.350,000 visitors a year and operate in an industry where customer expectation is high. At every customer touch point – from pre-arrival information, making a booking through to the experience they receive on the day – it's imperative that it's seamless and integrated

Solution:

Based in a rural area, Cotswold Wildlife Park needed to guarantee that the critical elements of running their business such as their cloud based ticketing system, website and payments would always be up and running and not let down by a poor connection. This required a reliable, fast and always-on connectivity, providing maximum connection speeds 24/7.

With an uncontended leased line from STL, Cotswold Wildlife Park were safe in the knowledge that their internet connectivity wasn't going to be impacted by other users 'sapping/stealing' their bandwidth and that in the event of a fault, a 6 hour target fix was in place to get them back up and running asap.

“At a time when we became even more reliant on technology due to the pandemic, STL provided us with the peace of mind that the transactional experience for every visitor would be easy. The reliable and fast connectivity solution provided us with resiliency and ensured that we were able to eliminate any concerns about our e-tickets or payment machines not working, focusing instead on driving profitability and delighting customers.”

Nicola Waddicor – Financial Controller

