

Slide 1 – Why CRM Matters for the Aquarium

CRM or customer relationship management is a system for managing visitor relationships and is crucial for a bustling new attraction (Payne & Frow, 2017).

It supports the entire guest journey from the moment they enter the attraction to when they leave.

It helps staff provide customers with personalisation, consistency, and excellent service tailored to them and their needs (Bladen et al., 2023; Marr, 2013).

As a new large-scale attraction, the Swansea Aquarium needs a CRM system that can coordinate its guest journey and support its operational goals from the moment it opens.

An effective CRM system is essential for managing ticketing and forecasting visitor demand for opening week and onwards which will reduce queues as staff will be prepared and ensure the opening week runs smoothly (Buttle & Maklan, 2021).

Slide 2 – Service Profit Chain

The service-profit chain is a framework that explains how investing in employee training, satisfaction and internal service quality leads to better customer experiences and then customer loyalty and profitability (Heskett et al., 1994).

An example of a company that uses this is the Ritz-Carlton with its Mystique CRM system.

Mystique gives staff access to accurate guest information. The aquarium can use this so staff can quickly check guest information which they can use to see the visitor demographics and refine their marketing messages and language they use making them feel more prepared during their opening week and reducing stress.

When employees feel supported, they will be more confident and deliver consistent service which is important during busy periods.

Mystique gives staff access to some visitor demographics before they open by analysing pre-booked tickets enabling staff to personalise recommendations for feeding shows, quieter or accessible routes and exhibits, which will help the guest feel recognised and valued which increases satisfaction (Nie & Lennox, 2011).

If they have a positive opening-week experience this will lead to repeat visits, annual memberships, and word-of-mouth recommendations. Repeat visitors are more likely to spend money in the gift shop and café which leads to long term revenue (Michelli, 2008; Heskett, et al, 1997; Ritz-Carlton Leadership Center , 2026).

Slide 3 – Systems X

Systems X is an AI-driven operational CRM platform which can help throughout the aquarium and has four main features for attractions: Sense, Intelligence, Knowledge and AI agents.

Sense analyses every visitor interaction to highlight staff training needs, issues and emerging trends so managers can immediately fix problems that naturally occur in the first week and maintain service quality.

Intelligence analyses patterns in guest complaints, compliments and overall emotions towards the aquarium so that the aquarium can improve in the development stage focusing on popular exhibits and catching complaints before they turn into issues. Intelligence can also use this data to create customer profiles helping the aquarium to better understand their key demographics and target market.

Knowledge supports staff training before they open by giving staff one place to learn animal information and fun facts, safety and guest protocols and feeding schedules so that they are equipped with the right information from day one.

AI Agents answer all simple questions and bookings automatically so guests can get answers quickly and the staff aren't too overwhelmed when the aquarium is starting out and prior to opening. (SystemsX, 2026).

Slide 4 – Salesforce

Salesforce is a CRM system commonly used by attractions.

Salesforce can easily analyse visitor numbers and peak times so that staff are prepared for the rushes the aquarium will get on its first week and throughout long-term operations, to reduce lines and staff pressure.

It can unify all transactional data to provide insight into customers' spending habits, so the aquarium has a better understanding of what to upsell and what to highlight.

The system supports personalised and automated marketing and emails perfect for sending tickets, reminders and targeted offers.

Through its loyalty management software, the attraction can manage memberships and renewals making it easier to track and keep updated

Salesforce protects customers data by combining strict access controls, encryption, consent tracking, and GDPR-aligned privacy tools to keep customer information secure (Salesforce, 2026)

Salesforce will help the aquarium prepare for opening by organising all its customer data from pre-bookings, setting up ticketing and memberships early if people want to buy on the opening day and helping the company pre-plan animal care, exhibit scheduling and staff scheduling so everything is ready to go from day one (Cloud for Good, 2020).

Slide 5 – Best CRM System for the aquarium

Ritz-Carlton's Mystique is the strongest system for personalisation and accurate guest information and would allow the staff to make recommendations for visitors however it is a CRM system for hotels not attractions so it cannot run core operations such as ticketing and queue management.

Systems X identify staff training needs immediately which is ideal when opening and reduces staff pressure by automating FAQs and simple tasks like bookings. However, it relies heavily on AI, which commonly makes mistakes, so staff have to be sure in what they're saying and doing.

Salesforce can manage all ticketing, memberships, and visitor data and can forecast opening and further weeks demand however it is a large-scale CRM system with a lot of features which may be overwhelming and too complex to learn with new staff.

Overall, the best CRM system for the aquarium is Salesforce as it covers all operational needs from ticketing to marketing and supports pre-opening planning, opening-week operations and long-term growth.

Slide 6 – Questions

Thank you for listening to my presentation. Please let me know if you have any questions. (pause for questions) I will now pass the presentation on to Karina for advice and KPIS.

Slide 1

CRM – Jasmine



- CRM = System for managing visitor relationships
- Supports the entire guest journey
- Personalisation, consistency & excellent guest service
- Ensure opening week runs smoothly

(Bladen et al., 2023; Marr, 2013; Payne & Frow, 2017; Buttle & Maklan, 2021)

Slide 2

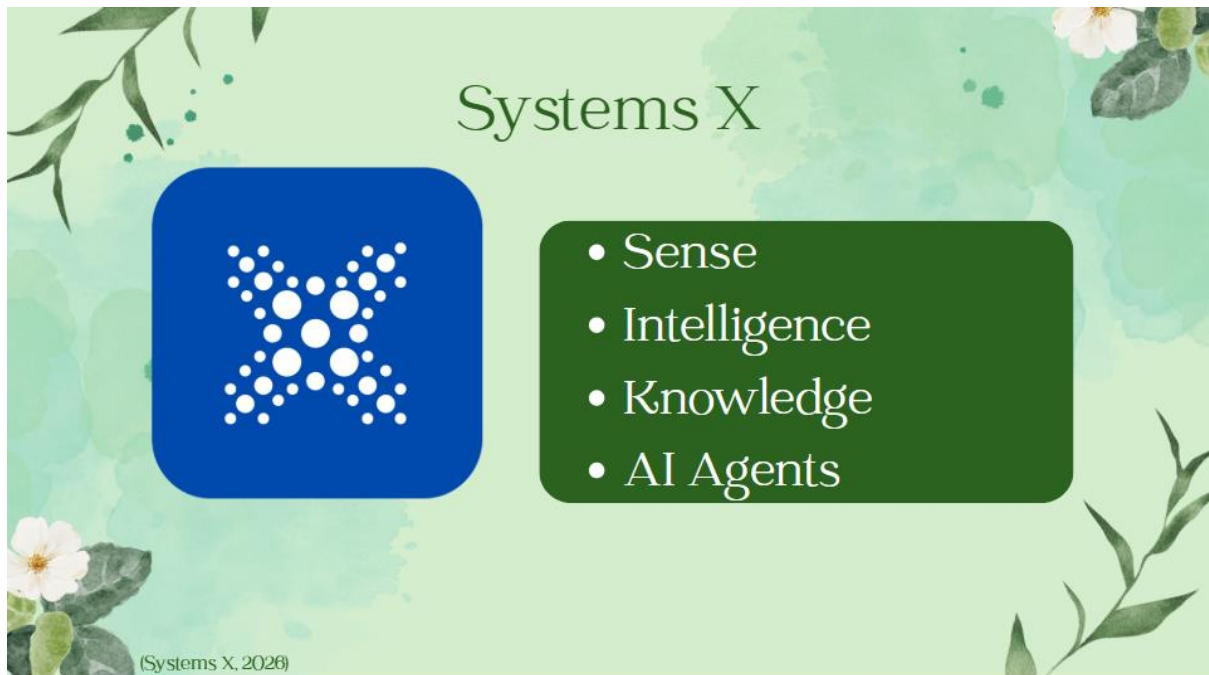
Service Profit Chain



- Investing in employees boosts customer experience and overall performance
- Ritz-Carlton Mystique

(Heskett et al., 1994; Nie & Lennox, 2011; Michelli, 2008; Heskett, et al., 1997; Ritz-Carlton Leadership Center, 2026)

Slide 3



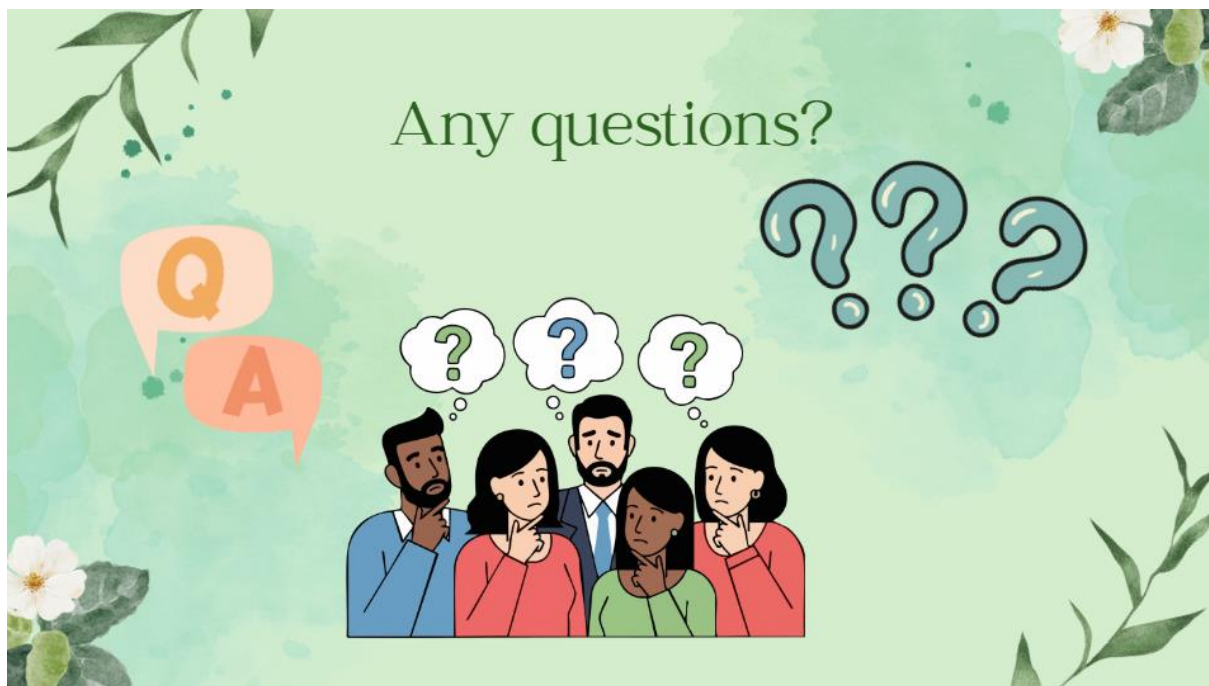
Slide 4



Slide 5



Slide 6



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