

# The Venice Biennale: at the International Exhibitions, visitors welcome the innovations as well

” *The technology we chose allows us to optimize resources and provide a more enjoyable experience for our visitors and our staff* ”

To encourage artistic activity and promote the art market in Venice, a group of intellectuals started the first International Art Exhibition in 1895 in the city of lagoons. With more than 120 years of history, the Venice Biennale is now considered one of the most famous and prestigious cultural institutions in the world. It focuses on the research and promotion of new trends in art, architecture, cinema, dance, music, and theater.



## The Challenge

On the occasion of the *International Art Exhibition and the International Architecture Exhibition*, which attracts thousands of visitors and aficionados from all over the world, the Biennale needed to **organize** and **effectively control the flow of people** standing in queues to buy their tickets and enter the Gardens and Arsenal. *"Thousands of people visit the exhibitions", according to the managers. "No one likes to wait. It creates impatience that also complicates the work of our operators. Many times, visitors notice that they have been waiting for some time in the wrong queue after they get to the end of it. All of this can ruin the visitor's experience and try the patience of our staff. We therefore decided it was vital to rethink the organization of the queues, which are the first point of contact with our visitors."*

## The Solution

The management of the Venice Biennale therefore decided to completely reorganize

the check-in phase for visitors, using the technology and expertise of the Qmatic *Customer Experience*.

This resulted in the installation of three check-in totems for the gardens and two for the Arsenal. The totems allow visitors to easily select the services they are interested in: a standard ticket, priority line (for disabled persons or pregnant women) or tickets for groups that have already made an online reservation.

The waiting area is now an open space, which means that once a visitor has received their ticket, they can walk around or even go have a coffee. In addition, by checking in themselves, visitors do not run the risk of wasting time in the wrong queue.

With the Business Intelligence module, managers **monitor** the situation with the queues and get detailed information about visitor flows **in real time**.

The Qmatic technology also allows the Biennale to **automatically modify calls for visitors' turns based on the flow of the queues**.

*"If, for example, the number of "group" visitors exceeds a certain limit, all the counter employees will start calling them over. At that moment, the "groups" become the priority". In other words, **who gets called over as a priority is decided automatically, in a fluid and intelligent way**. As a result, Biennale management can minimize waiting times and more effectively allocate their operators.*

## The Results

The prioritization of who gets called over, now managed based on flows, has resulted in a **reduction of waiting times** and an **increase in work productivity**. *"The resources involved in welcoming visitors are actually the ones we need. In times of low turnout", say managers, "we can have some operators work on other activities".*

With Business Intelligence, managers always have control over visitor flows.

*"In conclusione la tecnologia Qmatic ci consente di risparmiare risorse e garantire esperienze piacevoli sia ai visitatori che al nostro staff".*



## THE PROJECT

### The Venice Biennale

The Venice Biennale is one of the oldest, most important and prestigious international contemporary art exhibitions in the world, on the cutting edge in the research and promotion of new trends in contemporary art.

**SECTOR:** Art and culture

**COUNTRY:** Italy

## THE CHALLENGES

- Accelerate, streamline and control the visitor check-in phase
- Optimize allocation of staff and operators at counters

## THE SOLUTION

- Qmatic Solo
- Self-service kiosks
- Business Intelligence

## RESULTS

- Visitors who are more satisfied with their experience at the Biennale
- Increase in the productivity of staff work, also due to the ability to modify priorities in calling people over to counters based on the flow of visitors in the queues
- Timely control of visitor flows using the *Business Intelligence* module

# QMATIC