Persistent Collaborates with Parc Spirou to Revolutionize Customer Query Management and Improve Visitor Experiences

The Challenge

Parc Spirou is a theme park dedicated to the world of comic strip characters created by the Belgian publisher Dupuis — in particular, Spirou and his friends. Located in Monteux near Avignon, Parc Spirou is part of Média-Participations. Opened in June 2018, the Parc plunges visitors into adventures with attractions inspired by characters like Spirou, Fantasio, the Marsupilami and Lucky Luke.

Parc Spirou attracts hundreds of thousands of visitors each year and plans to host 450,000 visitors by 2026. However, the Parc faced a customer service challenge: during the high season, they received up to 200 daily inquiries, most frequently about opening times and booking procedures. These queries were handled manually by e-mail or with automated responses on social media, a time-consuming process for the team.

On Persistent's recommendation, Parc Spirou decided to automate query processing using Salesforce. This cloud-based solution would optimize customer inquiry management and improve the overall customer experience. Persistent had already proven its capabilities as an automation integrator for Média-Participations, through a successful collaboration with Mediatoon. Consequently, Persistent was Parc Spirou's natural choice of integrator.

> As a small organization, the chatbot's impact on our time management has been remarkable. We have seen a time saving of 75%, allowing us to concentrate more on other aspects of our business. **The collaboration with the Persistent team has been very professional: clear communication, availability, and responsiveness have exceeded our expectations.**

Nicole Diasparra
Marketing and Communications Manager
Parc Spirou

The Solution

With Persistent's help, Parc Spirou implemented an innovative three-part solution that transformed Customer Service:

AI Chatbot: An intelligent chatbot on the Parc's website links to the FAQ page, enabling visitors to find answers quickly and without human intervention. If the chatbot cannot find an answer, the system's 'Web-to-Case' functionality automatically creates a service ticket. The system also allows visitors to submit their queries through a pre-qualified form, reducing the need f or manual sorting and speeding up case processing.

salesforce service cloud

This platform enables more organized management of queries from all sources, whether they arrive via the website, e-mail or chatbot. In the former system, all requests were grouped together in a single e-mail box and processed manually.

salesforce marketing cloud

The third crucial aspect of this project is to optimize outbound e-mail campaigns based on customer segmentation data, provided by Salesforce.

The Outcome

Implementing the chatbot to filter recurring questions has revolutionized the management of customer queries for Parc Spirou, leading to a **75% reduction in the volume of customer query e-mails** during peak season. This has freed up the team to focus on strengthening the park's online presence, by allocating more time to planning, creating and publishing quality content for social networks.

Today, the Salesforce Service Cloud tracks customer interactions for targeted marketing, and automatically classifies queries according to their status. The Parc Spirou team's enhanced autonomy enables them to adjust the tool to specific needs without external dependency, which is crucial during peak periods such as school vacations. As a result, **customer experience (CX) has been significantly enhanced.**

Further, Salesforce Marketing Cloud has transformed the Parc's communications with its visitors. The team can easily create and automate engaging e-mail campaigns and monthly updates using tools like Journey Builder, greatly enhancing **audience engagement, customer satisfaction and loyalty.**

> Thanks to the chatbot, we can now answer our visitors' questions even outside office hours, including weekends, improving the customer experience and reducing our workload. This has significantly improved visitor satisfaction, especially when the park is open, but our offices are not.

Nicole Diasparra
Marketing and Communications Manager
Parc Spirou

Key Figures

Established in June 2018	Approximately 50 Employees	300K+ Visitors Per Year

Achieved a 75% Timesaving in Customer Query Management

Products: Salesforce Service Cloud, Sales Cloud, Marketing Cloud, Chatbot

Project Duration: 10 months	**Number of Customer Accounts:** 9	**Integrations:** GTS, Vivaticket

> We are very satisfied with our relationship with Persistent, one of our partners since 2003. As a Platinum Salesforce Partner, Persistent works with us to contribute to our customers' success.

Leon Mangan
Salesforce SVP Alliances and Channels
EMEA & LATAM

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization to businesses across industries. With over 23,500 employees located in 19 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including AI-enabled software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company has been recognized as the "Most Promising Company" of the Year by CNBC-TV18 at the 2023 India Business Leader Awards. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals.

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