Omniterm

5 Ways to Boost Sales With Cinema Management Software

Looking for new ways to help your cinema thrive?
Our all-in-one cinema management software has all the features and functionalities
your operation needs to generate more revenue.

Optimize Employee Performance

Save on training costs with an easy-to-use point of sale (POS) system. Plus, integrated credit processing allows for fast and simple transactions. Turn your staff into sales experts with prompts for upsizing — track employee performance with standard reports to analyze performance metrics for sales promotions.

Offer Seamless Self-Service & Contactless Options

With customers still concerned with minimizing touch points and maximizing convenience, self-service and contactless options are a must for cinemas. Allow customers to purchase tickets and concessions in advance. Also, pre-purchasing speeds up the sales queues, which leads to faster throughput and more sales.

Increase Food & Beverage Spending

Sell deeper into your customer base once they arrive at your cinema and offer more than the typical concession options. Our POS system has the capabilities to support multiple food and beverage sites in your cinema. Offer your 21+ guests the opportunity to purchase alcoholic beverages to take sales even further.

Add Compelling Digital Displays

Boost curb appeal and promote your cinema with digital signage and kiosks. Kiosks offer guests the option to serve themselves. With digital signage, capture customers' attention and deliver up-to-date information on everything from showtimes to pricing. Drive sales by showcasing theatre promotions and now playing or coming soon movie trailer content.

Create Repeat Customers

Turn one-time guests into lifelong customers through an effective loyalty program. Our solutions make it easy to enroll customers and gather personalized information to stay in touch. Segment your customer list into the most active and least active, preferred genre, and more to send targeted emails to increase foot traffic even on off days.