



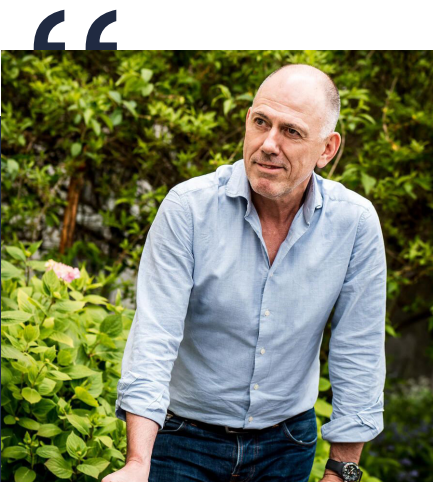
Customer Story

blindekuh

blindekuh is one of the largest private-sector employers for people with a visual impairment. The company has two restaurants, in Zurich and Basel, which promote a dialogue between sighted and visually impaired individuals, opening up new perspectives for young and old. blindekuh was founded in 1999 and was the first establishment of its kind anywhere in the world. blindekuh has been using e-guma to sell and market its vouchers since 2012.

blindekuh builds a bridge between the worlds inhabited by sighted and visually impaired people: food is served in complete darkness, immersing sighted guests in the world of heightened senses so familiar to those with a visual impairment. It is fascinating how intense the different flavours seem when you cannot see

what you are eating but are dependent instead on sound, feel, smell and taste. Voucher sales have been an important source of revenue within the marketing strategy for both restaurants ever since the company was founded. Vouchers that are given as gifts usually mean a new customer, previously unfamiliar with the experience of eating without any visual stimuli. Before e-guma was involved, selling and handling vouchers was a laborious process. Since the collaboration with e-guma, that has changed completely, and sales immediately went up too. Since 2015, blindekuh has also been using the e-guma ticketing system to process bookings for events with a limited capacity. This makes it simple for guests to register online, ding 100 % prepayment, for murder mystery dinner parties, beer and wine tasting evenings etc.



For us, vouchers are an important source of revenue that was previously extremely time-consuming. Since we have been working with e-guma, that has changed completely, and sales have gone up too. Our accounts team are also delighted with the reporting tools. We are thrilled with e-guma.

Adrian Schaffner, Managing Director