



# Customer Story

## Chiemgau Thermen

**The Chiemgau Thermen, which are among the largest in Germany, owe their unique appeal to the quality of their healing water, which bubbles from Europe's strongest iodine thermal salt springs. They have been utilising e-guma to great success since 2014.**

The sauna facilities at the Chiemgau Thermal Baths have been given a 5-star rating by the German Sauna Association, and offer various experiences in that area of relaxation, recovery and wellbeing. With the help of e-guma, the entire service offering can now be purchased online. Thanks to e-guma, the Chiemgau Thermal Baths have managed to significantly increase their turnover in recent years. Shortly after the introduction of the system, it also be-

came apparent that the previous system of on-site sales was shifting towards online sales with print@home. It is now possible for customers to order the vouchers from the comfort of their own homes, to make payment immediately and print the vouchers out there and then. With this service offering, the Chiemgau Thermen are moving with the trend when it comes to voucher sales. The Chiemgau Thermen have set themselves the goal of optimising their business processes – with e-guma's efficient voucher management and comprehensive booking tool, they were able to rise to this challenge. The front desk employees benefit from much-simplified daily processes. All vouchers feature a bar code, which is simply scanned at the entrance.



**e-guma provides a necessary overview and optimises the entire on-site business process. The perfect processing and support, along with the team's fast reaction times, are of particular note.**

Johann Schilke, Online Marketing Manager