



# Customer Story

## Maestrani's Chocolarium

**Chocolate makes you happy. But how does this happiness get into the chocolate? Maestrani's Chocolarium lets visitors see how it is produced and reveals the secret. Thanks to e-guma, since 2019 it has been easy to book these experiences around the clock from the comfort of your own sofa, either for yourself or as a gift.**

Maestrani's chocolate factory is renowned all over the world for the brands Munz and Minor, the famous chocolate bars that Swiss children have been enjoying for generations as a morning snack along with a fresh bread roll. The Chocolarium gives visitors more than just a glimpse of its fine chocolate production – cho-

cololics will delight in all the other experiences on offer. Maestrani's wide-ranging voucher options also include luxury packages in combination with the Appenzeller Schaukäserei cheese factory or the Walter Zoo in Gossau, just around the corner. Such a large range requires a sophisticated voucher infrastructure to ensure a smooth experience for both visitors and staff. Urs Berger, Marketing Director at Maestrani's Chocolarium, is keen to emphasise e-guma's straightforward processes and intuitive system operation, which has resulted in an immediate growth in sales via the online shop for vouchers. The support offered by e-guma gets particularly enthusiastic approval from Urs Berger thanks to the skilled, helpful and very swift responses.



**We are extremely impressed with e-guma's simple processes and user-friendly environment. Thanks to the online shop we have significantly increased our voucher sales. The support offered by e-guma is skilled, helpful and swift. We are delighted with e-guma and have no hesitation in recommending them.**

Caroline Derungs, Manager Chocolarium World of Discovery