

## intu Trafford Centre



### The challenge

intu Trafford Centre is fully committed to offering a world class customer experience to the 30 million visitors which descend on the centre each year.

With 1.9 million sq. ft. of retail, catering and leisure space, the centre's management team are highly experienced in managing high volumes of road users. However, at peak times in the retail calendar they call on additional resources to ensure customers can access the centre as quickly and safely as possible. This is critical to ensuring that customers have a positive experience that encourages further visits throughout the year.



### The solution

MVIS has been providing intu Trafford Centre with variable message signs (VMS) since 2014 and they have become an essential part of peak-period planning for intu's management team.

With MVIS' innovative WebStudio™ technology and the BartcoLive™ app, the team at intu Trafford Centre are able to update the messages displayed on VMS units in real time according to evolving traffic management requirements. This is essential in the run up to Christmas and during January Sales as parking demand, external road conditions and the weather can rapidly change from one moment to the next.

### The Benefits

The VMS units, and online update systems MVIS supplies enables intu Trafford Centre to:

- keep customers well informed and minimise customer inconvenience.
- keep vehicles moving in and out of the site safely and as efficiently as possible.
- improve the customers' overall experience of intu Trafford Centre

On behalf of MVIS, Tom Berry said:

*"We're pleased to work in this long term partnership with intu Trafford Centre and provide proven, reliable VMS units, remote updates and 24/7 support especially during peak times. We get a great sense of satisfaction from knowing we're contributing to traffic management and parking solutions that significantly improves the shopping experience."*