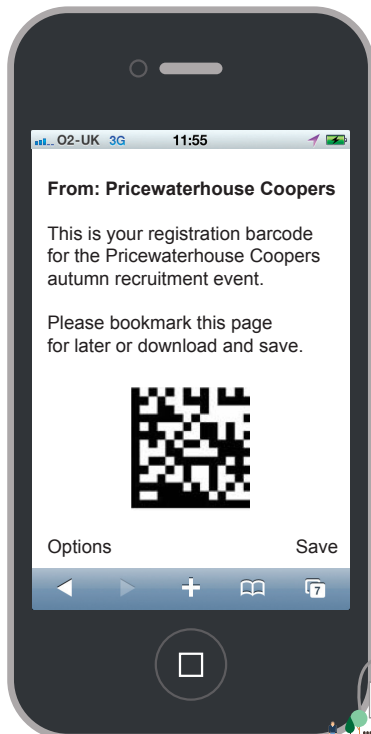


Mobile barcode tickets speed up event registration

Business need

To **speed up** the registration process at graduate recruitment events, using an innovative method in order to **stand out** from the competition.



The solution

Students interested in attending one of PwC's graduate recruitment events were asked to register their mobile number.

An SMS message containing a link to a **unique QR code**, as well as event details, was sent the day before each event as both a **reminder** and as a **ticket**.

PwC staff scanned the mobile barcode upon entry to **confirm** the attendance of each student.

Functions

- Alerts
- Transaction

