



## CASE STUDY

# Énergie CMB

## How did Énergie CMB increase its efficiency by 25% with its new management platform?

Located less than ten minutes from downtown Trois-Rivières, Énergie CMB is a leading cross-country skiing destination in the Mauricie region. In winter, the centre offers more than 25 km of cross-country ski trails, 15 km of fat biking trails and 8 km of snowshoeing trails for all skill levels.

### The challenges

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On cold days, skiers are eager to hit the trails and certainly don't want to wait in line. Énergie CMB's main goal was therefore to improve the visitor experience.

The centre also wanted to bring all its operations together in a single tool. Previously, the team relied on several separate programs: one for ticketing, one for equipment rentals and another for financial management.

Information was scattered across different systems, making operations more complicated and increasing wait times. It was also difficult to get an overall picture of visitor traffic and revenue, which led to frustration.

The team wanted to focus on welcoming visitors so skiers could quickly get their skis on and head out onto the trails.



Énergie CMB, Trois-Rivières

## The solution

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Énergie CMB chose Endorphine, a Québec-based platform designed for outdoor recreation organizations. The centre can now manage ticketing, season passes, financial reports and customer profiles through a single interface.

When large numbers of skiers arrive, the team can focus on what matters most: welcoming visitors and getting them onto the trails quickly. The use of promo codes also supports more effective marketing, particularly for season pass presales.

The change has also made a tangible difference for employees, who now have just one program to learn instead of juggling multiple scattered tools.

## The results

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According to Charles Hébert, director of Énergie CMB, the team has seen a **25% improvement in efficiency**. Employees spend less time on manual tasks and more time welcoming skiers. Training new employees is also faster, since they only need to learn one tool to manage all operations.

Customers can now purchase season passes and day tickets directly online, reducing wait times on-site.

Endorphine also helps deliver a more professional experience from the very first interaction with the centre, strengthening the organization's credibility. Simple, fast and efficient!

## Conclusion

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Énergie CMB continues to improve its operations with Endorphine. The centre recently added a risk acknowledgment form immediately before checkout to meet its insurer's requirements. The goal remains the same: to improve the visitor experience!

[Visit Énergie CMB's website](#)

*“At CMB, ski days start with Endorphine! Thanks to the platform, skiers spend less time at the front desk and make the most of their day on the slopes.”*

— Charles Hébert, director, Énergie CMB

## FAQ

# Frequently Asked Questions

### What is Endorphine and who is the platform for?

Endorphine is a Québec-based ticketing platform that combines [daily access and season pass management](#), [accommodation bookings](#), [equipment rentals](#), [operations management](#), and [sales reports](#) in a single tool. It is designed for managers of small, medium, and large organizations in Québec's outdoor and nature tourism industry.

### Where is the data hosted?

Endorphine runs on infrastructure hosted on *Microsoft Azure*, recognized for its highest standards of security and reliability, with data stored entirely locally, in Canada.

### What type of technical support does Endorphine offer?

Endorphine offers technical support 7 days a week for emergencies, and Monday to Friday from 9 a.m. to 5 p.m. for general inquiries. Customer requests are generally handled in under two hours by our team based in Québec City, a reliable guarantee for teams in the field.