'Test and trace' to tried and tested

- the future of your admission system

Phil Lofthouse

Wednesday 22 September 2021

Digital Culture Network

ARTS COUNCIL ENGLAND

LEEDS DIGITAL FESTIVAL 2021

This webinar was presented as part of

LEEDS DIGITAL FESTIVAL 2021

20th Sept - 1st Oct 2021

leedsdigitalfestival.org

#LeedsDigi21

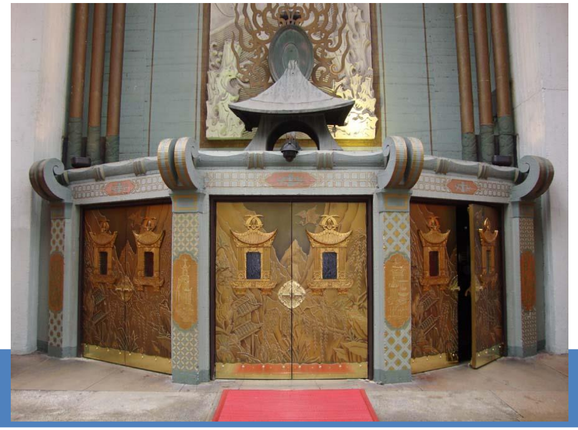
Phil Lofthouse

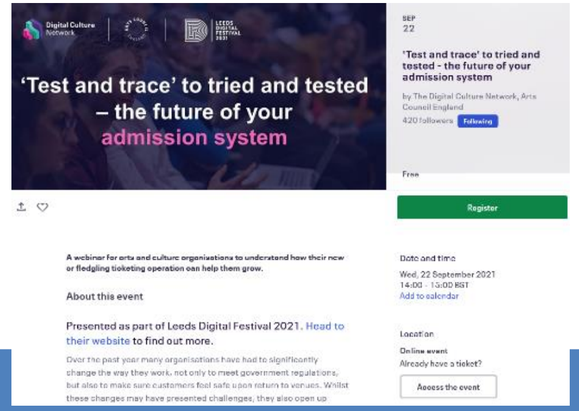
Tech Champion – Ticketing & CRM
Digital Culture Network

- Assessing the customer experience
- The future of your admission system
- Break
- Influencing Customer Behaviour
- Q&A

Assessing the customer experience

Aren’t doors great?





Does show your organisation at its best? Is it showing off your function?	Content	Does it sell your offering well? Are all your products on show?
Do you have the right signage to guide customer into and through the building?	User Experience	Do you have the right messaging to guide customer through the booking process?
Does your entrance match your organisation's branding?	User Interface	Does your ticketing portal match the style of the rest of your website?
Is it in good working order?	Maintenance	Is it in good working order?
Is it accessible?	Accessibility	Is it accessible?

Encouraging Commitment

Pre booking changes the question the customer from

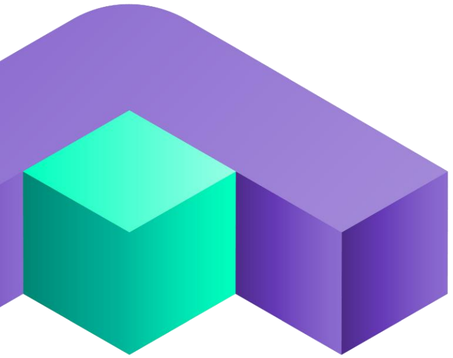
Will I attend?

to

When Will I attend?

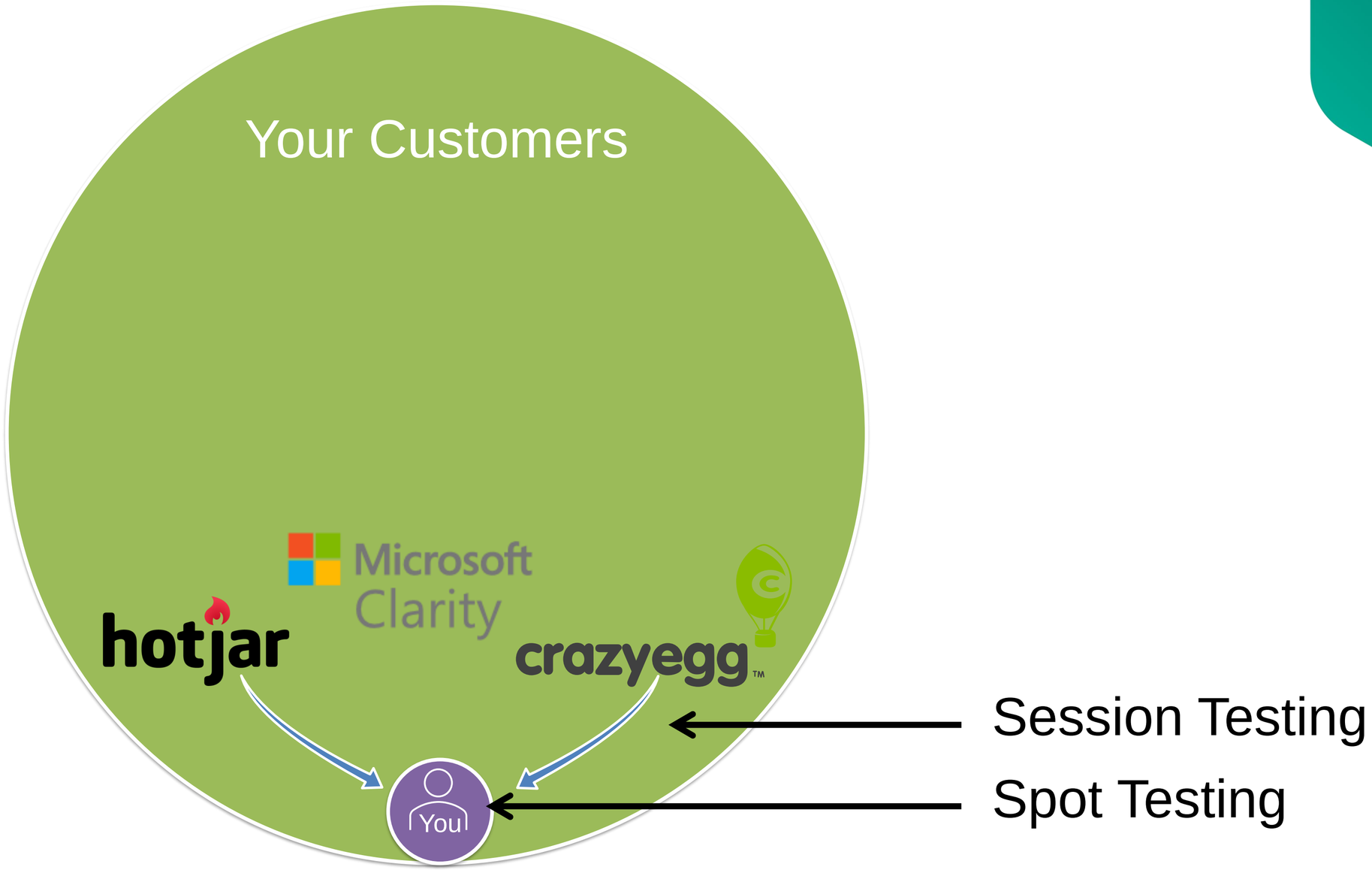
Avoiding Barriers to Entry

Does it sell your offering well? Are all your products on show?	Content	Customers misunderstand or miss parts of your offer.
Do you have the right messaging to guide customer through the process?	User Experience	Can push customers to booking in person
Does your ticketing portal match the style of the rest of your website?	User Interface	Can push customers to booking in person
Is it in good working order?	Maintenance	Can prevent online booking
Is it accessible?	Accessibility	Can prevent booking and dissuade attendance altogether



Data Collection

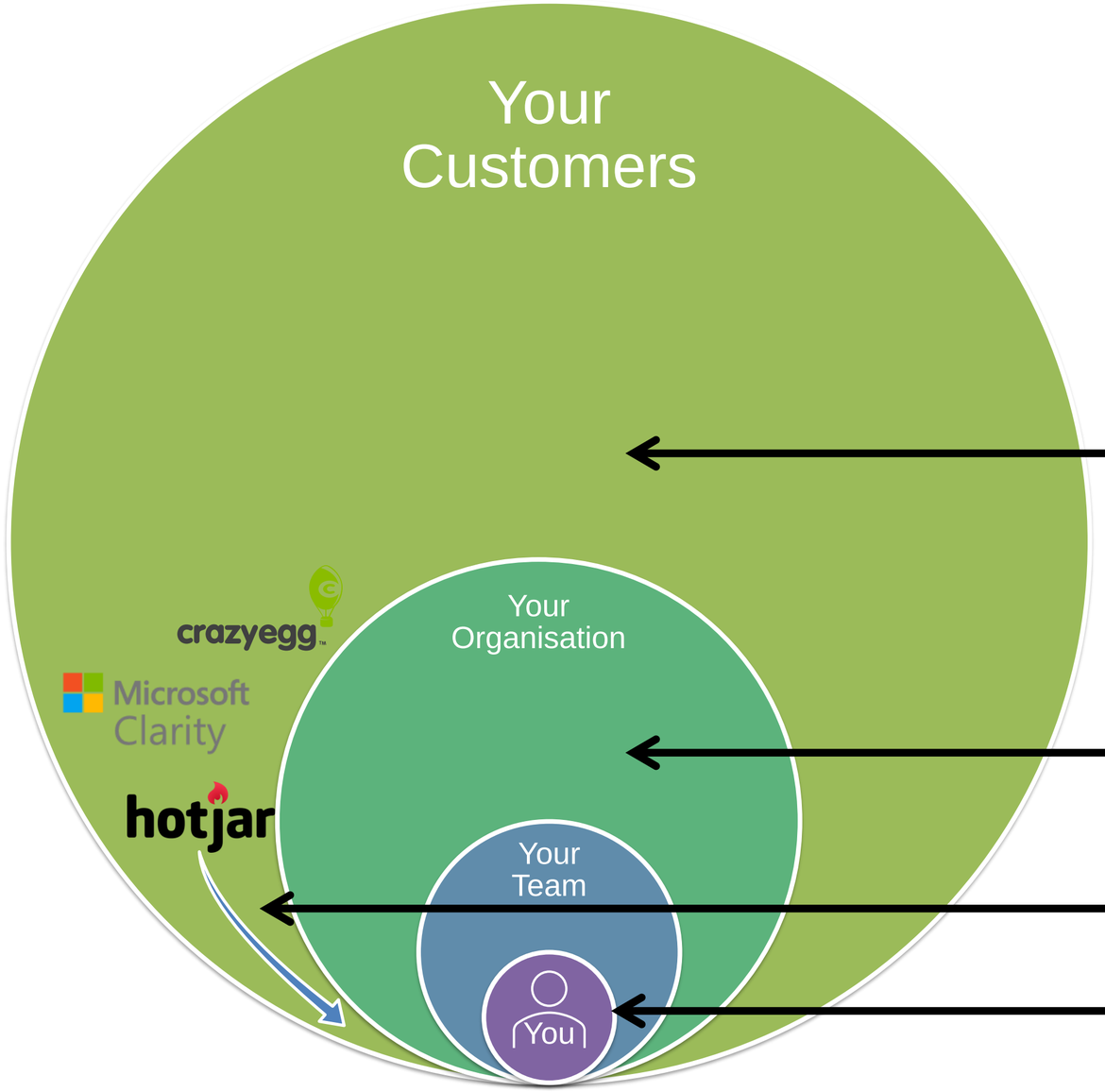
Gathering evidence – Testing



Session Testing

hotjar

Gathering evidence – Testing



User Testing

Organisational Testing

Session Testing

Spot Testing

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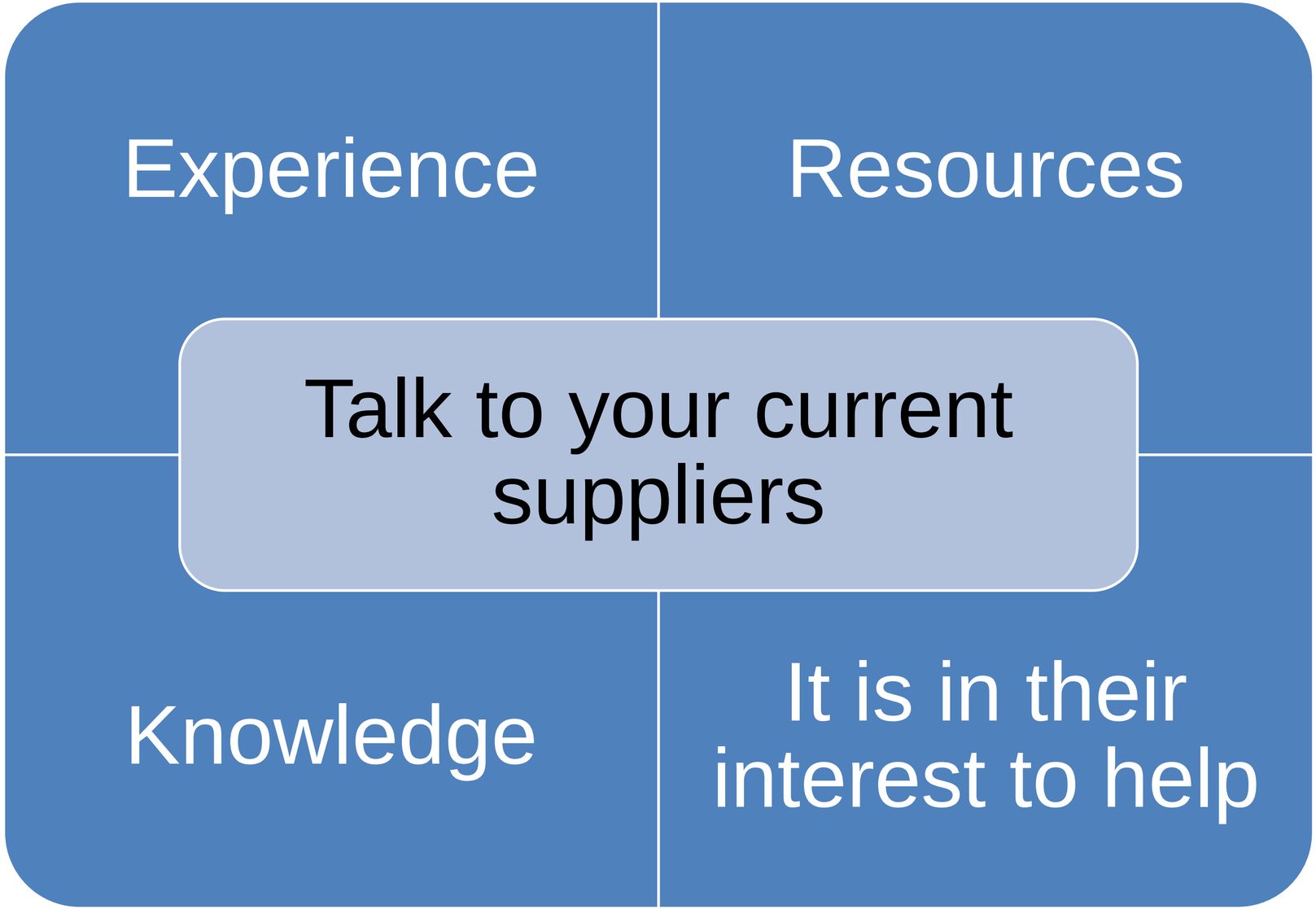

Experience
Resources
Talk to your current suppliers
Knowledge
It is in their interest to help

Shop Around

monad
SEAT GEEK
accesso
tessitura NETWORK
ticketsolve
digitickets Proactive Ticketing Solutions
TIXKETURE A TIXTRACK PRODUCT
SPEKTRIX
PatronBase®
Art Fund_
Gateway TICKETING SYSTEMS UK
NLIVEN
AudienceView
SecuTix
VENNERSYS
TOR Systems More than just ticketing
TicketTailor
TICKETSOURCE
WOO COMMERCE Box Office
DICE
Quaytickets EFFICIENT EFFECTIVE
skiddle
the ticket factory®
eventbrite
shopify app store

Don’t forget the add-ons

GoodCRM

beacon

White Fuse

zapier

zoom

xero

sage

OVERTURE+

TicketCo

Power BI

tableau

TICKETS FOR GOOD

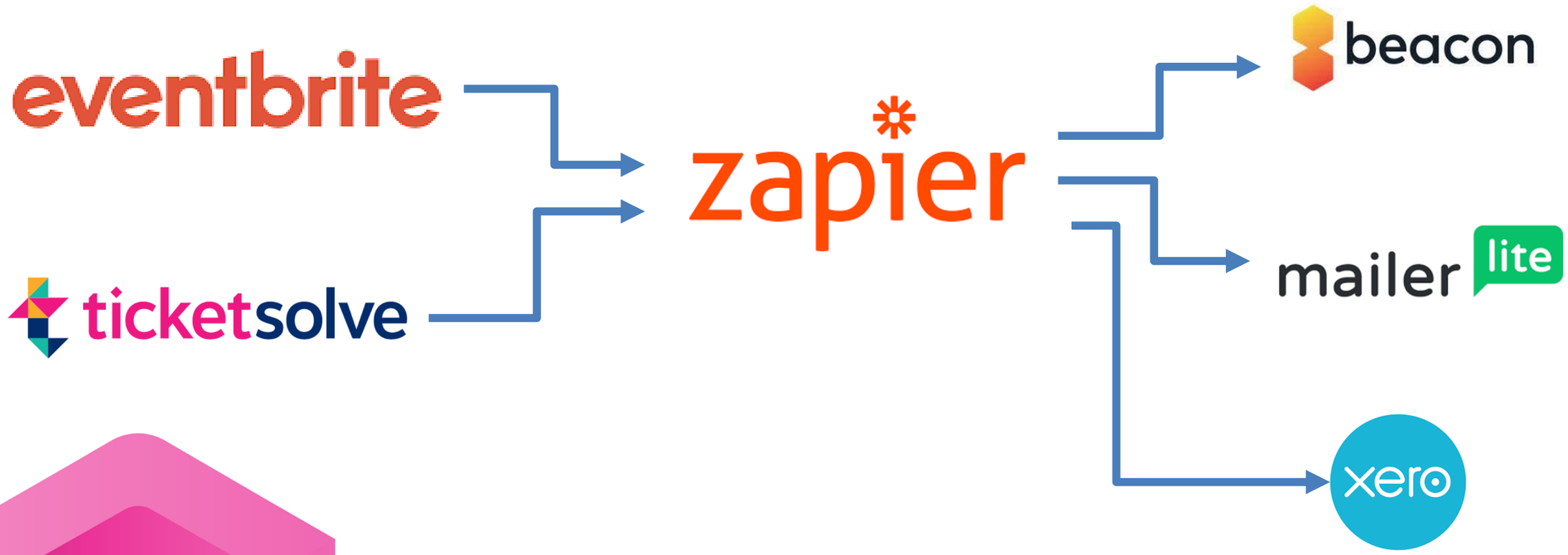
dotdigital

crowdEngage

mailer lite

mailchimp

Integration Platforms



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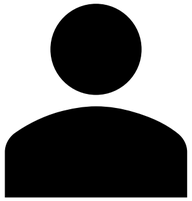
Using Touch Points to Influence Behaviour

Touch Points

- Pre-booking
- During Booking
- At point of sales
- Confirmation Screen

- Confirmation Email
- E-ticket
- Reminder E-mails
- Post-event E-mail



- Scanning
- EPoS/Tills

Touch Points – Informational uses

Prebooking

Flag Restrictions

Confirmation Screen

Build Excitement

Confirmation Email

Communicate Access

Reminder Emails

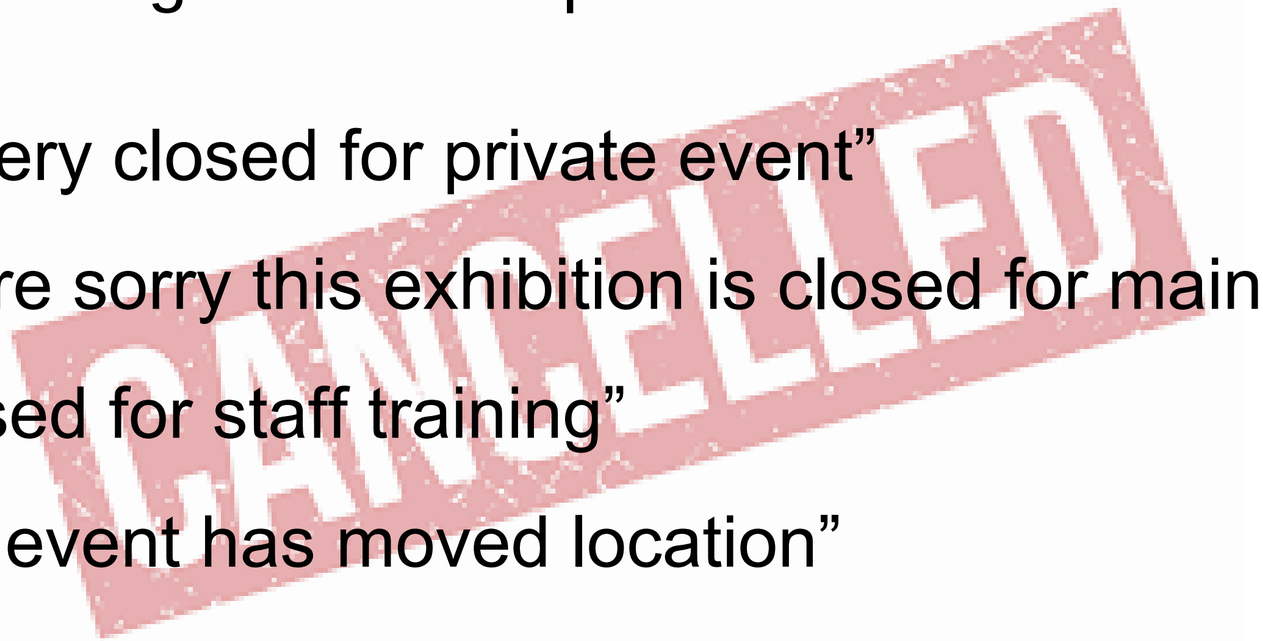
Give Live updates

Scanning

Welcome First Timers

If I’d known you were coming…

Responding to the unexpected:



- “Gallery closed for private event”
- “We’re sorry this exhibition is closed for maintenance”
- “Closed for staff training”
- “Our event has moved location”

Touch Points – Commercial uses

Upselling and Cross Selling

Prebooking

Upsell
Memberships

During Booking

Cross-sell
Related Events

Confirmation Screen

Signpost
Online Shop

Reminder Emails

Upsell
Concessions

EPoS

Loyalty
Discounts

Touch Points – Fundraising

During Booking

Fundraising Messaging

During Booking

Recommended Donations

At point of sales

Gift Aid Declaration

Follow Up

Thank you e-mails

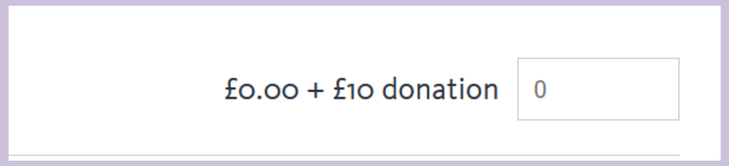
Scanning

In Person Donor Recognition

Using Data to Influence Behaviour

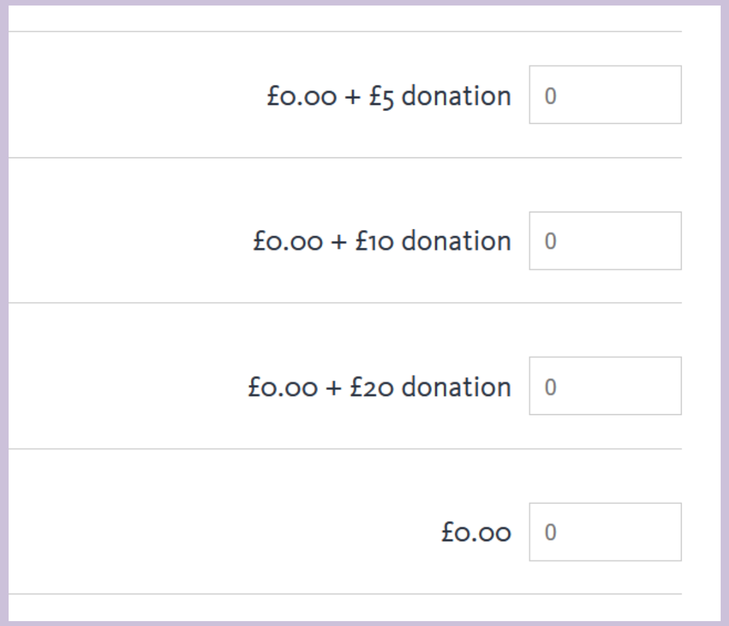
Experimenting with your suggested ask

One Shot



= ‘Ticket Value’ Or Average Donation

Donation Ladder



= Average of lowest 30% of donations

= Average donation

= Average of highest 30% of donations

(round figures up to nearest £)

Using data to influence behaviour

- Venue Management
- Crowd Management

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Digital Culture Network

Get in touch

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Join the conversation

@ace_dcn
#DigitalCultureNetwork