



Award winning systems for fast moving businesses

Case Study: Wokingham Theatre

Wokingham Theatre were looking for a tool to replace a PC based application. After considering several options, they selected a complete **Spectatix** online theatre seat booking system from AXLR8. The plays, performance dates and times and ticket prices are configurable. The seating layout of the theatre is available for clients to book their seats online for one or multiple performances. Payments are taken online and they are allocated to the correct seat ticket bookings in each performance.

Saved 4% of sales

Members, through their own secure area, can view contact lists, cast lists and access data on skills and resources. Diary information and duty rosters can be recorded. All patrons can see their bookings, reservations and payment history. AXLR8 Trigaware confirms bookings for patrons by email with a text message (SMS) option. Information entered on the system once is then available on the website and in the administrative process.



Wokingham Theatre

Ticket Type Break Down per Event
Selected Event: 42
The Vortex

Session Date Time	Number	Season	Group	Comp	Comp	Total Seats	Attendance	Total Hourly
Thu 13 Jun 2013 07:45 PM	0	0	57	0	0	57	39.80%	£513.00
Fri 14 Jun 2013 07:45 PM	0	45	62	0	0	107	74.83%	£965.00
Sat 15 Jun 2013 07:45 PM	2	44	40	0	2	88	61.54%	£874.00
Mon 17 Jun 2013 07:45 PM	25	33	55	0	0	113	79.02%	£1,017.00
Tue 18 Jun 2013 07:45 PM	2	50	40	0	2	94	65.73%	£820.00
Wed 19 Jun 2013 07:45 PM	2	76	0	0	0	78	51.25%	£702.00
Thu 20 Jun 2013 07:45 PM	8	64	16	0	0	88	61.54%	£792.00
Fri 21 Jun 2013 07:45 PM	0	74	0	0	0	74	51.75%	£666.00
Sat 22 Jun 2013 07:45 PM	11	57	39	0	0	107	74.83%	£965.00
9 Performances	45	443	309	0	2	806	62.63%	£7,218.00
Other	£432.00	£90.00	£2,781.00	£0.00	£0.00			£3,303.00
Season	£0.00	£2,556.00	£0.00	£0.00	£0.00			£2,556.00
Season cheque	£18.00	£1,341.00	£0.00	£0.00	£0.00			£1,359.00
								£7,218.00

Reporting tools are available for management and analysis.

The background database holds contact details for all patrons as well as specific added information about member interests.

Thus, admin cost and time are both reduced.



The AXLR8 Mailing Manager is used, for example, to send monthly club newsletters and other updates as well as regular Newsletters to all patrons, enabling the Theatre to market plays more effectively.

There are features to print tickets and provide Box Office analysis and statistics



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Benefits

- Increased customer satisfaction through quick, easy online seat selection and ticket choice
- Increased occupancy, ticket sales and membership subscriptions through web marketing tools.
- Reduction in administrative time and costs.
- e-ticketing with no costs per ticket.

Features include:

For Patrons

- Secure online booking and payment
- Automatic confirmation of patron's bookings.
- Patrons can see bookings and account information. Web based marketing for your plays through newsletters and custom web tools.
- Box office ticket printing and online e-ticketing.

Reporting and management

- Reporting for management and analysis.
- Finance and account integration.
- Alerts using AXLR8 [Trigaware™](#) for box office when new patrons book seats online.
- Reports and lists for front of house.
- Powerful reporting and analysis of event statistics and accounts.
- Online administration from anywhere in the world (password controlled)

Member benefits

- Membership functionality, subscription models, recurring revenues, auto invoice & chase.
- Staff / volunteer management system.
- Facility management tools.
- Manage members and patrons contact details in a powerful CRM from AXLR8.
- Knowledge management, reports, policies & procedures, H & S, standard forms etc.

**Customer
Satisfaction
Improved**

To learn more:

Please contact Rick Marengo of AXLR8.co.uk if you would like to discuss the business information systems details.