DigiTickets Online Ticketing

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digiticke

Agenda

- About DigiTickets

- Visit Bath Case Study

- Product Demo

- Mobile & Social Ticketing

- Before / During / After Visit

- Summary / Q & A

About DigiTickets

- Provide ticketing and point-of-sale services to the leisure industry

- Works with Tourist Boards to manage end to end ticketing services

- Formed in 2010 and a team of 20

- Won National Attractions Network Supplier of the Year, and WMN "Innovation of the Year" Runner Up

- Proud to work with over 400 clients.....including Go South Coast...!!

TEAM GB   Emirates   WWT   DUBLIN ZOO   the DESIGN MUSEUM

The Process

- Links from main website, with the ticketing shop being an exact brand / design match to your main website

- Allows customers to buy tickets to multiple tickets in a single transaction

- Money is sent to Visit Wiltshire and reimbursed to venues each month

- Tickets can be collected, posted, redeemed through 'portal', or we can integrate with existing till systems (depending on till system)

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Product Demo

Mobile Ticketing

- The % of mobile bookings continues to see exponential growth

- DigiTickets Stats from 1st Jan 2016 to 30th Dec 2016

- 6,229,781 Customers used the software to book

- 3,495,269 booked on a mobile (over 56%). This is rising month on month!

- Make sure that your solution is perfectly optimised for mobile

- If you don't, you could be achieving less than 1/3 of your potential

- With Qty select, use number scroller

- 57% of users abandon a mobile purchase after a 3 second load time; keep it quick

- Don't consider this a one-off effort…. Keep on top of trends to stay in front

Before The Customer Visits...

The Ticketing Journey...Before The Visit

- Consider date variable pricing, as it's one of the largest current trends in the ticketing sector.

- Utilise automated Emails

- Pre-visit reminders

- Internal Email Automation

- Measure everything through analytics and internal reports

- Custom Data Collection

- Valuable consumer insight

- Also enables you to drive visitor personalization

- Creates a key foundation for loyalty programs

- Harder to collect information during gate sales

Top Tips

During The Customer Visit...

Enhancing the Visitor Experience through Ticketing

- Santa's Grotto tickets were booked online, with custom data collected including:

- Child's Name

- Child's DOB

- Short Fact About Child

- Upon arrival and 'Elf Check In' tickets were scanned

- Santa had an iPad inside a leather book, showing details above

- Santa could engage with kids on a personal level

- Data was also used for future events

- Auto-emails sent to the kids 60 days before their birthday with appropriate offers for early bird birthday bookings

Top Tips

After The Customer Visit...

The Ticketing Journey...After The Visit

- Automated Post Visit Activity

- Follow Up 'Thank You' and survey, with graphical faces.

- When 'smiley' is clicked, encourage a review or social mention

- When 'unhappy' face is clicked, redirect to a form on your website to minimise negative reviews

- Encourage reasons for post-visit social activity

- Tulleys use of video releases with people tagging each other drove post-event social activity

- Drive return visits

- Utilise loyalty, preferably personalised

- Encourage bounce back offers, dependent on customer location
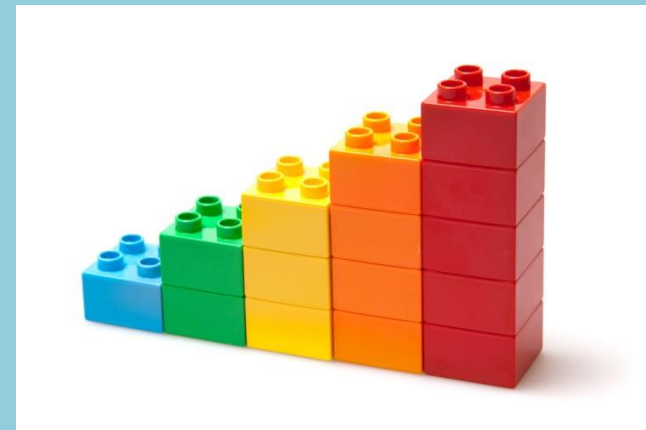
Anything else...

Many thanks for your time, I appreciate it.

Any questions?