



# AudienceView Ticketing

Case study: Norwich Theatre Royal  
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**AUDIENCEVIEW  
TICKETING**

*get more from your tickets*

## The Situation

Norwich Theatre Royal is East Anglia's premier theatre, presenting a mix of drama, musicals, opera, dance, comedy, music, children's and family shows year round. Norwich Theatre Royal is the largest venue in Norfolk (1300 seats) and plays a very active part in the cultural life of the region. In 2006/07, it sold almost 390,000 tickets for about 420 performances, averaging 71% capacity.

It recently reopened after six and a half month closure for a £10 million building modernisation. Following an analysis of their needs and weighing them against customer feedback and expectations, Norwich identified three areas integral to their business success:

- Safe, secure and fast data capture and management for their membership scheme
- Easy to use, advanced online tools
- Integrated data tools to capture, track, and market to customers

The Friends of the Theatre Royal is the most successful membership scheme of its kind in the UK and integral to the company's success. With more than 11,000+ Friends across six membership categories, Norwich needed an integrated system that allowed their staff and their customers to easily manage their memberships in person and via the Internet.

## The Decision

After a thorough analysis, Norwich selected AudienceView's comprehensive ticketing, CRM and fundraising application to help meet the growing demands of a busy performing arts organization.

## The Audienceview Solution

Norwich Theatre Royal selected AudienceView's fully integrated ticketing and CRM system because it provided them with the ticketing and CRM tools they needed long term, and also because it immediately impacted the way Norwich managed the Friends of the Theatre Royal membership scheme.

Friends is a key financial stabiliser for the theatre, bringing in more than £180,000 in membership fees annually.

With AudienceView as their ticketing provider, Norwich focused on meeting several key objectives:

### *Streamline operations with a focus on membership*

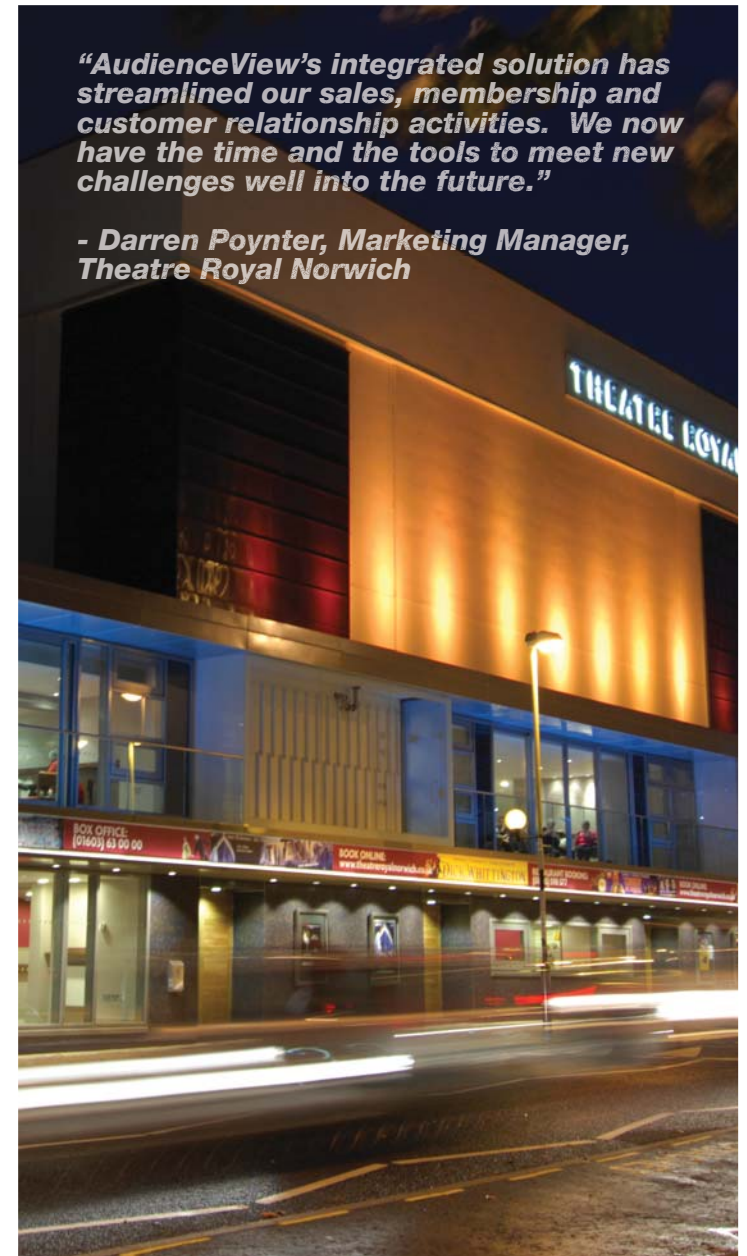
Friends members form the core of most viewing audiences at nearly 35% of each performance. It was imperative for Norwich to be able to capture, track and analyse customer data in order to drive successful membership and marketing campaigns. The easy to use web-based interface gives Norwich a platform that can be accessed across departments to speed along the member renewal process. Also, comprehensive CRM tools help Norwich better understand their customers, increase attendance and membership rates, and simplify the work across all departments.

### *Simplify organizational information flow*

AudienceView gives the theatre a system that can be accessed by all departments at any time. The software was designed with flexibility in mind, allowing an unlimited number of users to access the system from anywhere, in real time. The open platform also makes it easy to integrate with other third party applications to simplify and improve business processes.

***"AudienceView's integrated solution has streamlined our sales, membership and customer relationship activities. We now have the time and the tools to meet new challenges well into the future."***

***- Darren Poynter, Marketing Manager, Theatre Royal Norwich***



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### Own your brand and your revenues

Unlike other ticketing systems that drive customers away from a client's website or box office to buy event tickets, AudienceView gives Norwich complete control of their online and box office sales, ensuring a complete end-to-end customer experience. Real-time, integrated sales inventory reduces box office workload and streamlines the buying process for the customer.

## The Results

Norwich has modernized their membership scheme processes, helping to relieve internal staff pressures and improve buying and renewal procedures for customers. With AudienceView, Norwich was able to reduce the annual renewal process from four days to a little over an hour.

Further, the success to date has afforded the Theatre time and resources to initiate a second phase of development focusing on entering and storing sensitive customer data, such as Direct Debit details.

With AudienceView, Norwich also Norwich now has access to a complete online ticketing application, giving their customers an easy-to-use interface, while meeting the growing demand for online ticketing. Norwich online sales are averaging about 20%, with sales as high as 46% for popular performances.

AudienceView's ability to easily integrate with external applications (i.e. email marketing, geographic analysis) has also helped Norwich track and analyse many aspects of the customer's online experience.

### Norwich Theatre Royal is now able to:

- Seamlessly manage the entire renewal process for the Friends membership scheme in a quick, accurate and secure way
- Streamline ticketing operations across the organization
- Offer customers and members a complete online ticketing application
- Gain a better understanding of their members and customers
- Target their membership and marketing activities to meet needs and desires

## Key Functionality

### AudienceView & Norwich Theatre Royal:

- Integrated ticketing, CRM and fundraising
- Secure user options for processing sensitive data
- Easy to use online interface
- Complete end-to-end customer experience
- Access to real-time data across the organization

## About AudienceView

AudienceView provides a fully integrated, web-based ticketing, CRM and fundraising solution to more than 120 sports, arts, entertainment and non-traditional ticketing organizations worldwide. Supporting both in-house and hosted ticketing models, AudienceView's white-label solution offers the ability to create unlimited online brands, control your venue and event data, access real-time business data and interact directly with your customers. AudienceView's leading-edge solution opens the door to superior venue management, an enhanced customer experience and ultimately, increased revenue.



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