



AudienceView Ticketing

Case study: Victoria Palace Theatres

Date: April 1, 2009



**AUDIENCEVIEW
TICKETING**

get more from your tickets

The Client

Victoria Palace Theatre, St. Martin's Theatre and the Ambassadors Theatre in London's West End. Each of the three theatres are operated by Sir Stephen Waley-Cohen.

The Situation

The 1,550 seat Victoria Palace Theatre, located in London's famous West End, is currently home to the stage musical production of the hit film Billy Elliott.

Ticketing in the West End is handled primarily through various agents versus directly through the venues themselves. Victoria Palace was using a legacy system which did not offer the necessary functionality for future growth. Sir Stephen Waley-Cohen who manages the Victoria Palace, St. Martin's and Ambassadors Theatres realized there was an opportunity to change this model by leveraging the power of his theatres' brands to sell more tickets directly through their own websites and box offices. By implementing and taking ownership of the online sales channel, and removing the third party agencies, he will increase business revenue.

The Decision

By licensing the AudienceView solution, all three theatres plan to take their online ticketing back in-house to better control consumer experience.

As a completely web-based application, AudienceView Ticketing is able to quickly implement various distribution methods. The online solution ticketing solution was completed in April 2009.

The Audienceview Solution

Sir Stephen Waley-Cohen selected AudienceView Ticketing to create a white-labelled online ticketing solution tailored to his 3 theatres.

AudienceView Ticketing offers in-house design services to compliment its web-based application. Every page of the three theatres' websites was completely designed and implemented by AudienceView:

www.victoriapalacetheatre.co.uk

www.the-mousetrap.co.uk

www.theambassadorstheatre.co.uk

By updating the theatres' brands and using best practices to focus each site on sales, AudienceView was able to create a seamless experience from their home pages to purchase. Victoria Palace saw sales results within minutes of their launch!

Another key feature which has lent to the success of the online purchasing experience is AudienceView's online pick-a-seat, allowing patrons to select their exact seat location from a map.

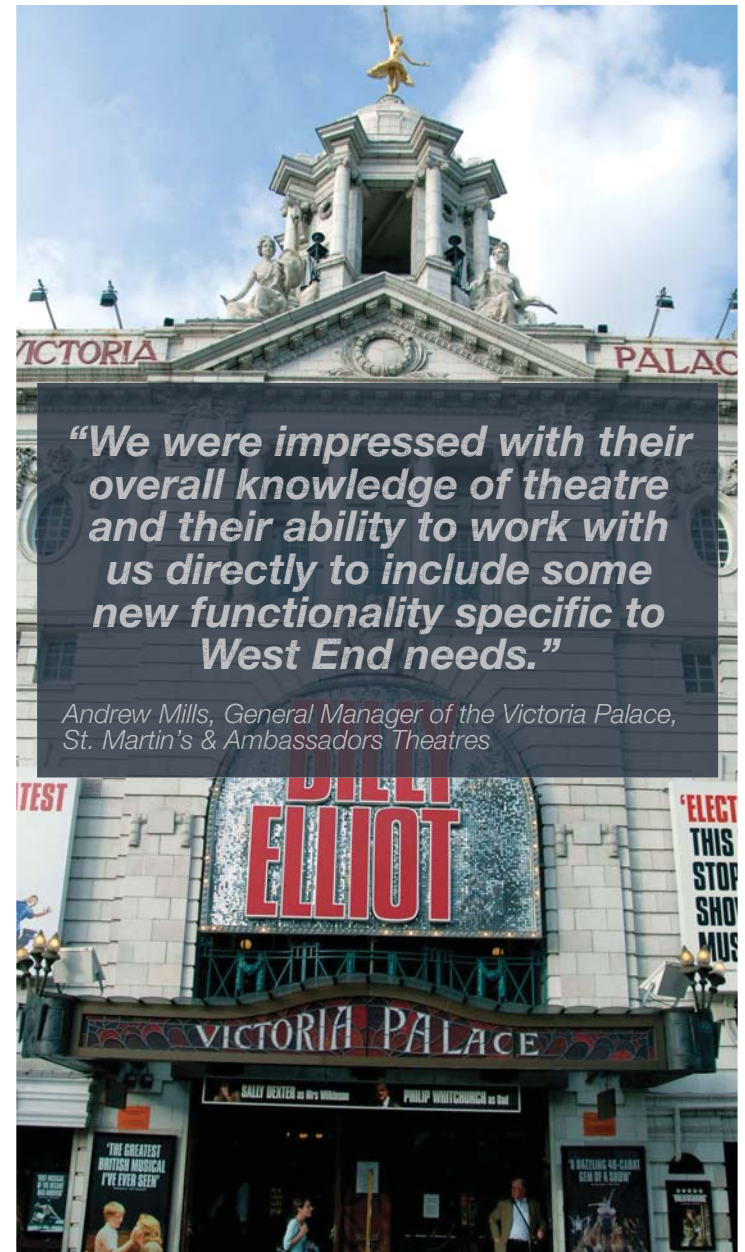
The Results

The website redesigns offer flexibility in how ticketing inventory is controlled and have proven extremely effective in increasing advanced online sales.

Capturing valuable information on their ticket buyers will allow the client to create custom ticket offers and will foster better communication with their patrons.

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 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.



get more from your tickets

European Office, Parkshot House, 5 Kew Road, Richmond, Surrey TW9 2PR UK
europesales@audienceview.com | +44 (0) 208 224 8029 | www.audienceview.com

Case Study #009-002

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Before

The Victoria Palace, Ambassadors, and St. Martin's Theatres were looking for a more contemporary look and feel to their websites.

Areas for improvement included brand identification, new imagery, and an improved balance between the current production and the theatre itself.

Additionally, with no ability to sell tickets online, the theatres were missing out on the revenue generating potential of their websites.



Before: The Victoria Palace Theatre website is dominated by the branding of its current show, leaving the theatre itself in second place.



Before: The Ambassador Theatre shared the same layout with other sister websites, but missed out on an opportunity to generate excitement about the venue.



Before: The St. Martin's Theatre website featured little room for explanatory text - one of the key mandates of the new design.

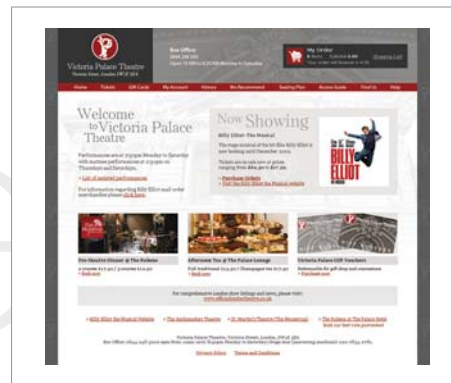
After

The site designs have been streamlined and brought up to date with new logos, clean layouts and improved readability.

A consistent format between the three sister sites provides visual continuity and identifies each as part of a group.

Ease of site maintenance was a prime consideration when designing and building the sites - allowing customer staff to conduct their own updates.

And now the sites have made good on converting traffic to their sites into tickets sold through their online box office.



After: The new Victoria Palace website strikes a better balance between the theatre's brand and the current production.



After: The Ambassador Theatre now feels current and properly reflects the history and grandeur of the building.



After: More efficient page layouts provide room for more images and text, providing valuable context for visitors.