

On-Line Ticketing

The Situation:

Known near and far as "Texas' Oldest Dance Hall" didn't deter the owners of Gruene Hall from looking for a better way to serve their loyal patrons and cut down on the office staff's weekly deluge of phone calls ordering tickets.

They did an informal survey of their phone-in customers and learned 97% would rather buy their tickets on-line and called us. We developed a system where they could post their performances, manage their on-line and phone-in ticket inventories, automatically switch from mailing tickets to requiring additional information for will-call pickups at the door-with full notice to the ticket buyer and more.

Built-in inventory controls put "On Hold-Check Back Later" notices up while the staff determined if additional tickets could be sold and automatically put "Sold Out" notices up once the inventory was exhausted. To discourage scalpers buying up and boosting the price of their tickets, a limit is placed on the number of tickets someone can purchase at a time.

Performances are usually posted to the site months in advance but, to prevent massive refund headaches if a performance is cancelled, they don't "go live" until a few weeks of the actual date. As performers are added to the lineup, their bios and contact information are retained and a new performance by a known artist is added with just a few clicks. From that point on, everything is automated.

Will-Call lists, transaction history, reconciliation reports and fulfillment lists are available for easily generating and sending out tickets with personalized letters. Refunds are also managed through the system.

Features:

- Add Performers and Tentative Performances in Advance
- Set Date for Tickets to Confirmed Performances to go On Sale
- Ticket Purchase Limits for each Performance
- Multiple Ticket Prices for each Performance
- Reuse Performer Information for new Performances
- Automatic Low Inventory Alerts
- Automatic Sold Out Designations
- Will Call Lists
- Mail Fulfillment Data Merge
- On-line Refunds
- Complete Transaction Reports

<https://Tickets.GrueneHall.com>



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