The Civic Theatre
Case Study

How Civic Theatre boosted
revenue by 26% with Ticketsolve

Introduction

The Civic Theatre

Civic Theatre of South Dublin has been providing the community with an eclectic mix of live theatre, film, music, and dance since 1999. With the vast main auditorium that comfortably seats 282 people, and the Loose End studio which can seat up to 70, as well as the Interval Bistro & Bar that's ideal for coffee, breakfast, lunch, or a pre-theatre meal, it quickly became the area's premier arts centre and a notable cultural landmark. However, despite being a success, the team at Civic Theatre believed that they could be accomplishing much more.

The Problem

Civic Theatre wanted to boost sales

It's common for theatres to begin looking into alternatives when the sales numbers aren't as good as they could be. However, there are typically many factors that lead to low sales, so the Ticketsolve team sat down with Civic Theatre to discuss what they felt could be leading to the problem.

1

Staff couldn't use their existing software

When Civic Theatre began talking to Ticketsolve, the theatre had been open for just six years and had already been through two different box office platforms. Each had problems, which included functionality issues for staff members and the inability to pull current data.

2

Online customers failed to convert

Sadly, their customer-facing software was just as problematic as their employee software. Customers had difficulty navigating the site, particularly across mobile devices, and it wasn't set up to convert. Moreover, they weren't set up to maximise each transaction that did go through, so basic things like up-selling weren't happening.

3

Lapsed customers remained absent

Although Civic Theatre were trying to reach out to lapsed customers and entice them to return to the theatre, they weren't achieving the results they wanted.

4

Programming was time-intensive

Updating their system with the current season's programme could take staff almost an entire day. The team knew this was inefficient and wanted to spend their time on other things that could impact the theatre more.

5

Monitoring marketing efforts was difficult

Without access to current data, identifying if a marketing campaign was successful or if adjustments should be made was challenging. This meant that the theatre couldn't change strategies quickly, so it was potentially missing out on valuable opportunities and revenue.

The Solution

Use Ticketsolve's integrated solutions to maximise revenue

Civic Theatre had already been through one problematic migration since it opened, and the staff was naturally concerned about losing data, employee training, and downtime. To make sure the transition was as smooth as possible, Ticketsolve spent three days on site as the theatre staff learned how to use their new software.

The Results

Ticketsolve helped Civic Theatre boost revenue by 26%

Making the move to Ticketsolve proved to be a resounding success for Civic Theatre. Improvements were seen in many areas, including overall generated revenue.

Online ticket sales skyrocketed by 36%

The new intuitive Ticketsolve interface is a big win with Civic Theatre's customers. Not only are they using it across all devices and making more purchases, but the synchronisation with Google Analytics allows Civic Theatre to monitor and regulate their customer's online experience.

Revenue is up 26%

Having made the move to Ticketsolve in March 2015, Civic Theatre has increased its online sales dramatically, as well as increased its total revenue and ticket sales year on year. The figures below represent Civic Theatre's growth from March 2016 to March 2017 in comparison to its numbers during the same period the year before.

26%	37%	20%
Increase in overall revenue	Total amount of online ticket sales	Increase in ticket sales

▲ **36%** Increase in
Online Ticket Sales

Staff are comfortable with the software

Civic has a mixture of full time staff and volunteers in the box
office, so although the interface is already intuitive, having
Ticketsolve Support on hand during the transition to help train
everyone made the transition smooth.
Now, any individual within the venue can navigate the system
quickly and efficiently.

The database stays up-to-date

One of the many Ticketsolve features Civic Theatre uses every
day is "De-Duplication," which ensures that the current database
is kept up-to-date with the most relevant customer information.

Programming is more efficient

Ticketsolve's multiple time-saving features allows the theatre to
programme an entire season in roughly 90 minutes; freeing up
time for staff to focus on other aspects of the organisation.

> **"**
> Transitioning to
> Ticketsolve was fantastic.
> The support team helped
> us every step of the way
> and were incredibly
> patient throughout.
> We had a number of
> issues regarding seating
> layouts and migrating
> data from certain shows
> our previous box office
> system but since making
> the move to Ticketsolve,
> these issues are a thing of
> the past
> **"**

Niamh Ferry
Finance and Marketing Manager

Tracking marketing efforts is easier

Niamh Honer, Marketing Manager at Civic uses Ticketsolve dashboards everyday as a quick reference point as to how their current shows are performing. Coupled with Ticketsolve's Reporting Functionality, Niamh can create a report on practically anything within the system in a matter of seconds, providing her with accurate data whenever she requires.

Fewer customers are lapsed

Civic Theatre's marketing department has noticed a substantial decrease in their lapsed customers. They credit this from the ability to effectively measure (and quickly change when necessary) their marketing. Creating targeted campaigns aimed at specific customer demographics through Ticketsolve's tagging feature, enables the Civic Theatre to create, monitor and maintain their box-office procedures.
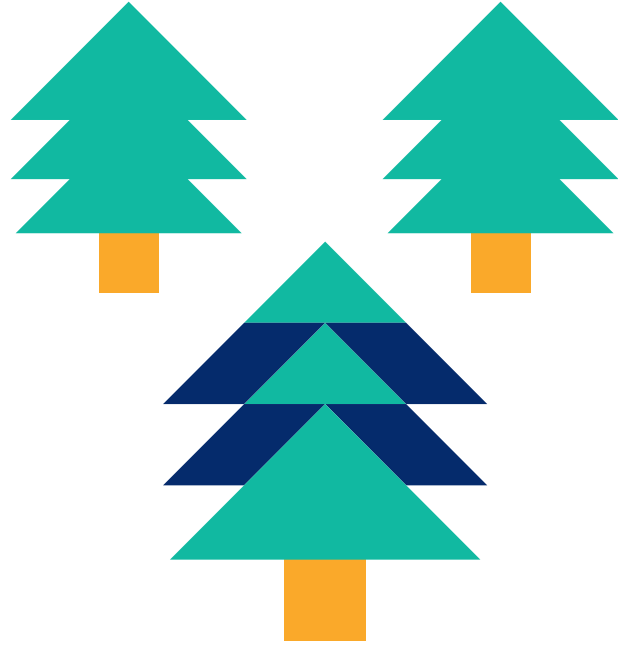
"

We regularly create custom discounts for specific shows using Ticketsolve's 'tagging' feature'. Having the ability to easily manage multiple discounts across a number of different shows through the use of 'tags' has certainly improved our efficiency when reporting on daily box-office procedures

"

Sandra Byrne
Box-Office Manager

The Future

Future proofing with Ticketsolve

The organisation is happy with the results it has achieved through Ticketsolve, but would like to make use of more Ticketsolve features in order to improve in other areas too.

Utilise Mailchimp integration to its fullest

Civic Theatre's principal goal with Ticketsolve in the coming year is to better utilise the Mailchimp integration. Google Analytics has opened their eyes to the advantages of reporting on data, and they are looking to further drive sales with Mailchimp's Automated Campaigns. With Ticketsolve's Mailchimp integration, organisations can now send targeted email campaigns that are fully trackable allowing organisations to see their customer's online journey, what they clicked on, what they purchased, and more. This provides invaluable insights into customers think before they purchase online, so changes can be made in order to improve their journey and increase conversions.

Increase donations

One of the many projects that Civic is operating right now is "Inspire," a concept focused on introducing young primary school children into the world of the dramatic arts. Ticketsolve's online donations feature has helped this project, with patrons donating just over €500 in the last four months. With the early success of this programme, Civic plans on looking at how to improve their donations even further for the rest of the year.

Make better use of sub-domains

Civic Theatre also partners with the Red Line Book Festival, showcasing the best of national and international contemporary writers and performers. As the Civic Theatre is the primary location for the majority of the Red Line Book Festivals events, they have decided to sell tickets for the festival through the Ticketsolve platform. Through Ticketsolve's use of sub-domains, we were able to create a separate online experience for Red Line Book Festival under Civic Theatre's merchant account, allowing Red Line Book Festival to sell tickets online through the Civic Theatre.

A particular highlight for Civic Theatre is the openness and sharing between the Ticketsolve community. Ticketsolve regularly facilitate gatherings for our customers to meet and discuss best box office efficiencies. This educates our customers on distinct audience insights while also discussing how fundraising, analytics, audience development, segmentation, etc. operate in different organisations. Although the Civic Theatre has made many great strides, this is only the beginning. The organisation intends to continue integrating Ticketsolve's tools in order to improve its marketing and customer experience.

Thank you

We would like to thank the entire team at Civic Theatre
for their help in putting this case study together.
We love having them as part of the Ticketsolve family
and look forward to helping them grow even more in the
coming years!

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