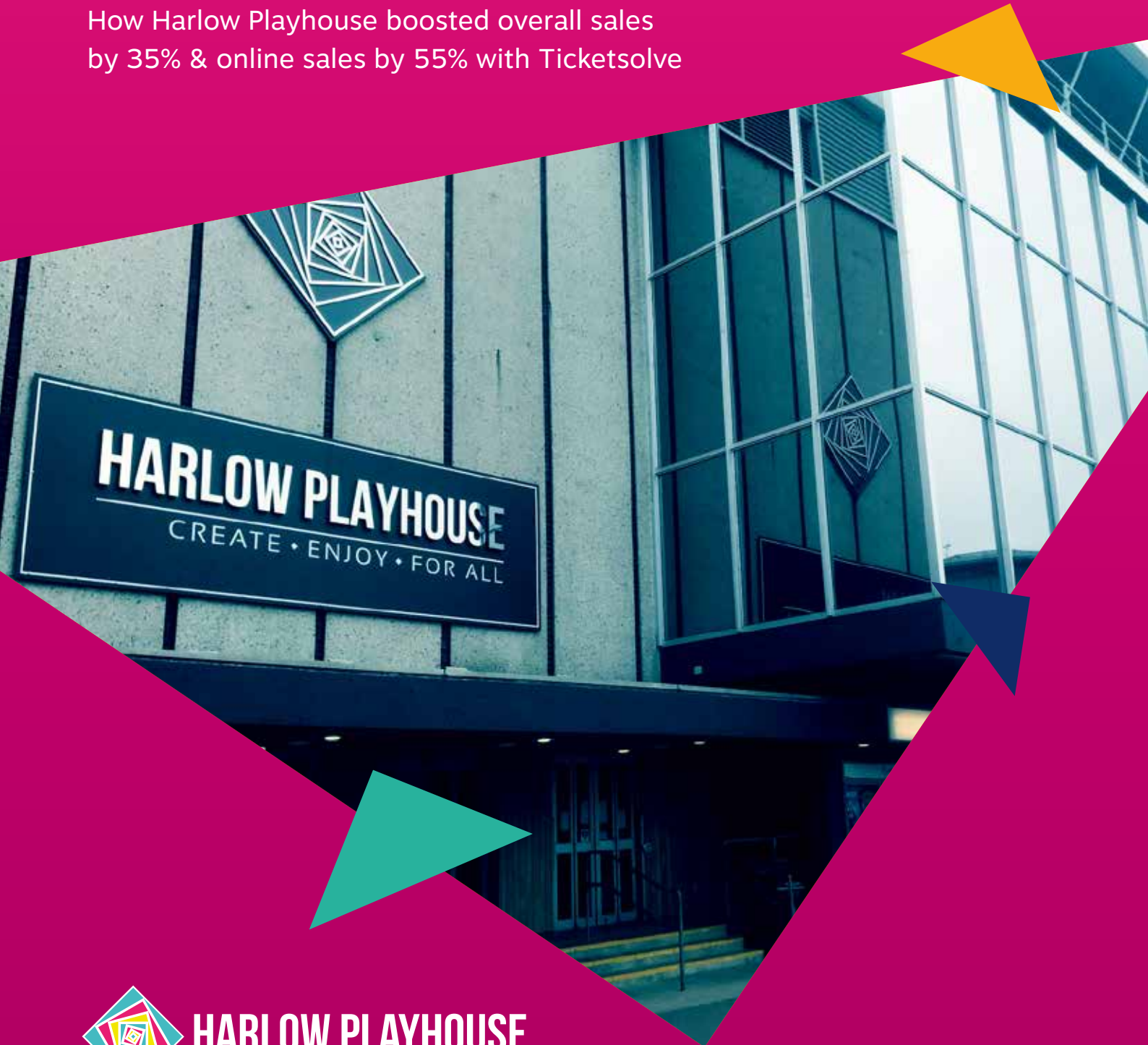




Harlow Playhouse

Case Study

How Harlow Playhouse boosted overall sales by 35% & online sales by 55% with Ticketsolve



HARLOW PLAYHOUSE
CREATE • ENJOY • FOR ALL

Introduction

Harlow Playhouse

Harlow Playhouse is a unique space in the East of England that caters to the arts community. Operated by the Harlow District Council, and located within Playhouse Square, it's the centrepiece of a growing cultural area, soon to be topped off with a cinema, galleries, and restaurants. The Playhouse not only provides space to support many artists, groups and companies throughout the year, but also hosts a number of diverse shows, with a programme that includes quality music, comedy, spoken word, dance, and circus arts. The hub boasts a 400-seat and 120-seat theatre, two studios, an active café, and more, which the Harlow District Council would like to see utilized to their maximum potential.

“

It's a big improvement from our last system. The box office and marketing aspects of the system are so easy to use. But one of the biggest things we love about Ticketsolve is the support that we get. It's second to none!

”



Dan Powell
Digital & Audience
Development Assistant



The Problem

The online customer experience was poor; people were not using Harlow's online platform to make purchases.

The staff at the Harlow Playhouse were frustrated with their existing box office system. They knew they could be doing more to track data, improve sales, and work as a team, but between the limitations of the product and continual crashes, they couldn't do much of anything to make progress.

1

The inside teams could not track data

The team couldn't pull many reports, nor could they use the data that should have been available to market effectively.

2

Customers weren't buying tickets online

The online customer experience was lacking and people weren't using their online platform to the level they desired to purchase tickets.

3

The staff was fragmented

Because the existing system was so problematic, the staff didn't really utilise it. This meant that each department largely worked independently, instead of supporting one another.

4

The playhouse spent more than needed due to inefficiencies

People preferred to place their ticket orders over the phone because the online ordering system was not intuitive and customer-friendly. This meant that Harlow Playhouse had to keep staff on the phones more, increasing labour costs. Other seemingly minor things, like the box office having to remember discounts, and the programming team not having access to data, created additional inefficiencies that slowed staff or increased costs.



The Solution

Implement Ticketsolve to improve all key areas

Harlow Playhouse called upon Ticketsolve for an integrative solution. Teams from the two organisations discussed what the Playhouse's needs were, and then Ticketsolve took care of setting up the new software, migrating the data, and helping the Playhouse's staff get to know the software, so they could get the most out of it.



“

What I love about Ticketsolve is all the extra help you get with it. I have loads of ideas and know things are possible but they seem a lot of work to implement. But with the support network you have with Ticketsolve all my ideas become a reality

”



Suzanna Hurst
Marketing Executive



Overall sales skyrocketed by 35% and online sales by 55%

Since Harlow Playhouse made the switch to Ticketsolve, a number of inefficiencies have been corrected and both on and offline sales are soaring.

Online conversions are up

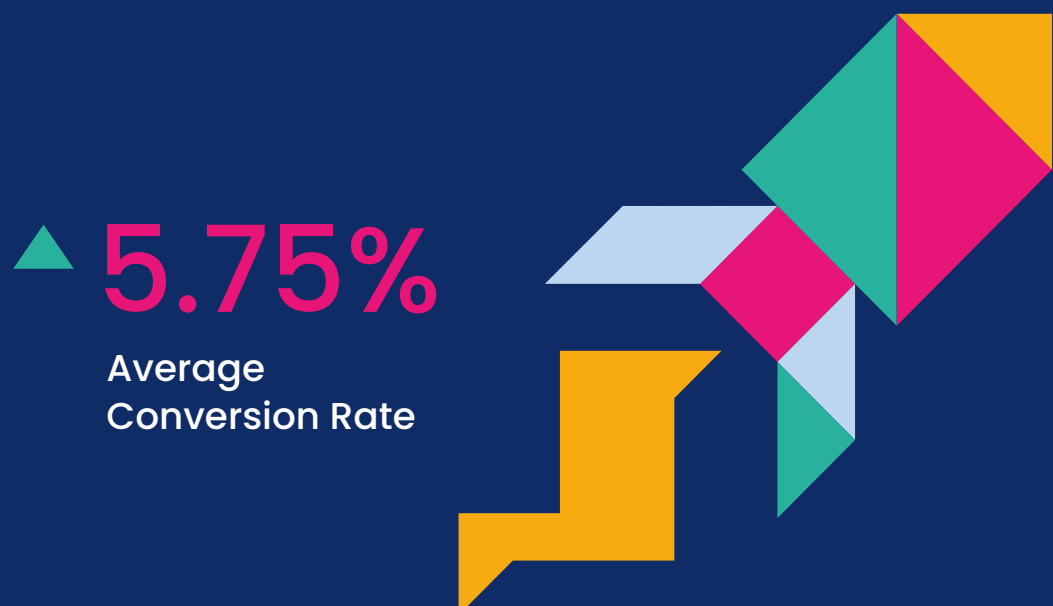
Customers like the new online sales experience so much that they're converting much quicker and online sales are up quite significantly. In fact, an average conversion rate for online ticket sales is just 1.5%, but Harlow Playhouse now blows this out of the water with an overall conversion rate of 5.75%.

Remarketing is helping to increase sales

Now that the team has access to important data, they can now tell that a mere 13% of people drop off before making a purchase. Although this number is fairly positive, the Playhouse is now remarketing to these customers and increasing conversions.

The team works together with the software

As of now, the marketing, box office, programming, tech, and finance departments at the Playhouse are all using Ticketsolve. This allows for better reporting and collaboration, as well as easier tracking of successes across all department efforts.





The use of data is improving marketing efforts

In addition to the increase in online sales, improved marketing techniques have allowed the Playhouse to target its audience better. The team is especially fond of tagging, which makes it possible to segment the audience and make sure each customer is receiving the optimal message at just the right time.

The marketing team has also discovered that 56% of all transactions come from indirect channels, such as Facebook, Twitter and MailChimp. Knowing this, the organisation can focus its marketing efforts on the funnels that are most likely to bring people in.

Improved efficiency helps the Playhouse cut unnecessary costs

Because so many people prefer to use the website to purchase tickets/products, and online sales are up by 55%, the Playhouse reduced its phone hours, so their labour hours can be used more efficiently. Moreover, having access to key pieces of data enables programming to negotiate better deals with companies.

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Since we have been using Ticketsolve and the tools such as the Mailchimp Automation and Facebook Remarketing, it's like have an extra member of staff in the marketing team

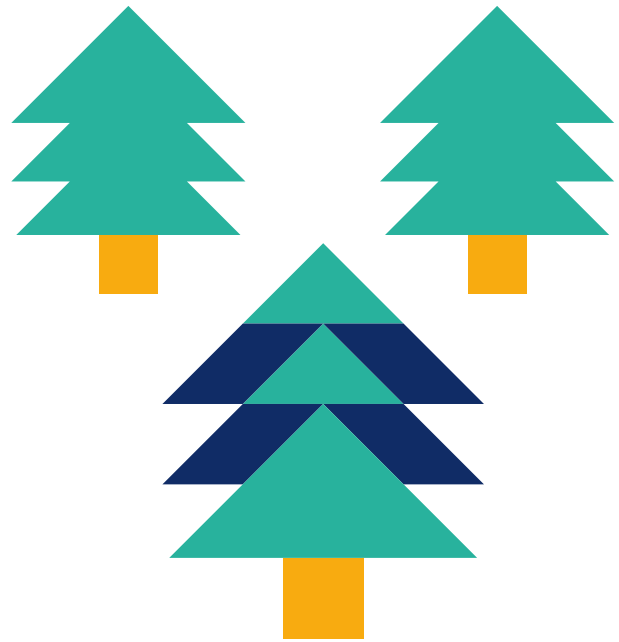
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Jessica Du Preez
Commercial and
Development Manager

▲ **55%** Increased
Online Sales





The Future

What's next with Ticketsolve

Naturally, the Harlow Playhouse intends to keep refining its marketing efforts using the insights Ticketsolve provides, but the current successes have inspired the organisation to work on other aspects of the business as well.

Increase fundraising

Although fundraising wasn't one of the initial goals, Harlow Playhouse have brought in £778 through the donation prompts since implementing the Ticketsolve platform. The organisation now intends to create some long-term fundraising goals and devise a strategy to ensure they're reached.

Develop memberships

The Harlow Playhouse already has a multi-tier membership program which offers donors unique benefits at each level. Because Ticketsolve makes it so easy for the organisation to provide discounts in all areas of the building - from the box office to the coffee shop - the Playhouse plans to further enhance its membership offerings. With more on the table, they're certain to increase loyalty and, thus, improve the bottom line even more.



Thank you

We would like to thank the entire team at the Harlow Playhouse 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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