



Increasing Audience Efficiencies and Exceeding Customer Expectations at Komedia Bath

Case Study

How Komedia Bath are increasing efficiencies and enhancing customer experience through mobile scanning, e-ticketing, and the Ticketsolve Check-In App.



KOMEDIA



Introduction

Komedia Bath, recognised as the very best in comedy and live entertainment.

Housed in a stunning Grade II listed building, Komedia is Bath's first community owned venue dedicated solely to live entertainment. With over 400 events a year, Komedia's unparalleled programme offers a wide range of comedy, music, and cabaret ensuring that the venue is valued as the premier destination for touring entertainment in the area. Komedia Bath is a five time winner of the Chortle Award for Best Venue in the West and Wales.

With two fully-flexible performance spaces, Komedia is a bustling comedy venue for any entertainment audience. The main auditorium has a capacity of 780, while the Arts Café is the perfect 100 capacity location for smaller scale events such as open mics.

Krater Comedy Club is Komedia's comedy extravaganza which takes place every Saturday night. Here audience members have the opportunity to experience some of the best UK and international stand-up. A popular night, audience members arrive hungry for entertainment and eager to take their seats promptly before a night of laughter and fun.

Komedia also works in collaboration with various festivals over Bath such as Bath Comedy Festival, The Bath Festival, Bath Children's Literature Festival, Bath Fringe Festival, and FilmBath Festival.



The Problem

High Demand and Limited Time for Entry

With tickets to popular performances in high-demand at Komedia Bath, their team regularly experienced the frantic hustle and bustle of nearly 800 audience members arriving into their main auditorium for Doors Open.

When Komedia first went live with Ticketsolve, it was the responsibility of the duty manager to print out the list of names for each booking. Front of House would then use this list to cross-check each audience member as they arrive at the venue to collect their tickets.

It wasn't long until this proved a huge constraint for their team to manoeuvre 800 audience members into the auditorium and get them seated within a 30 minute timeframe.

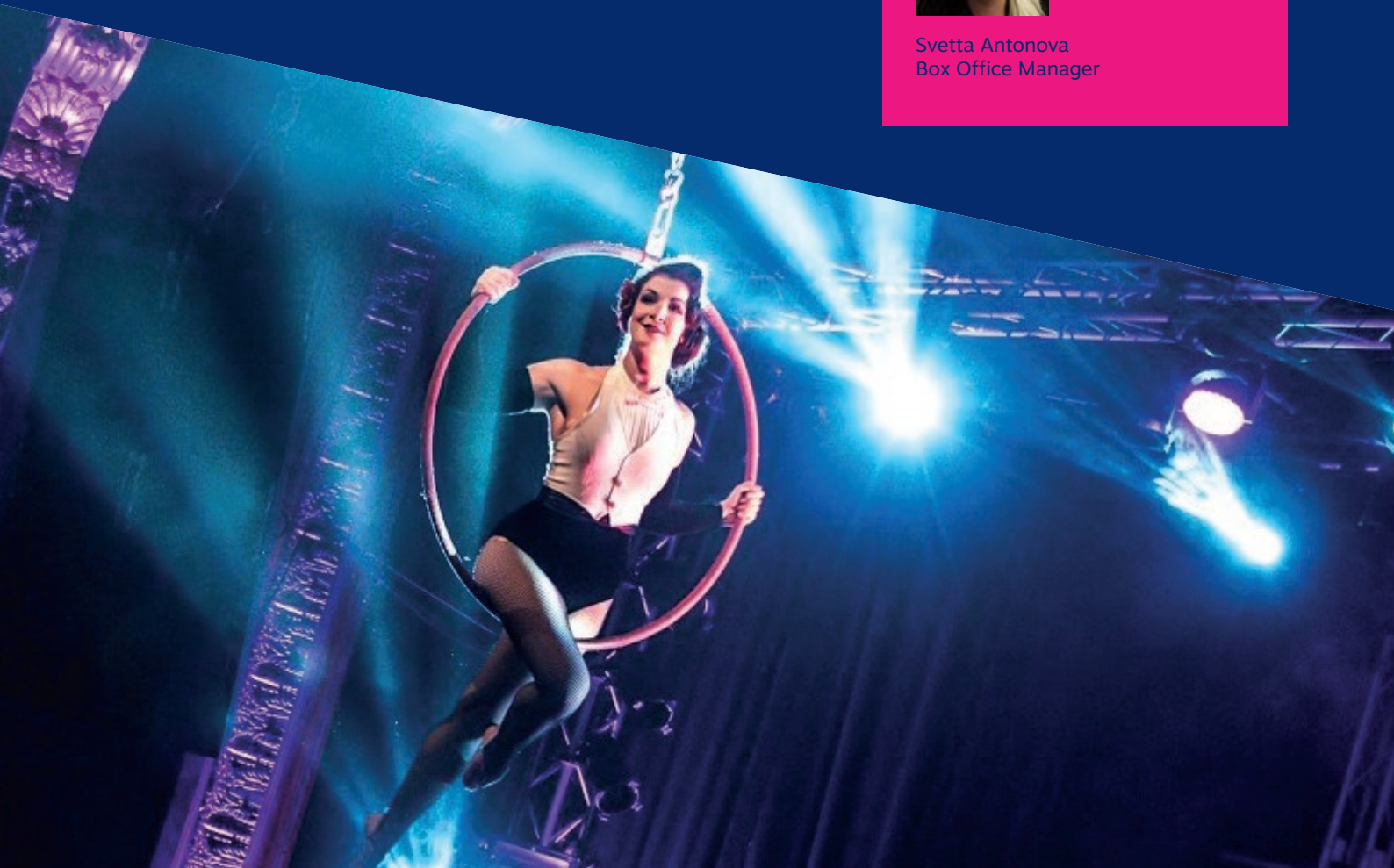
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Krater Comedy Club is one of our most popular weekly events. Our team knew crossing names from paper lists was not accessible for box office and not a pleasant experience for audience members. We knew we could do more with Ticketsolve.

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Svetta Antonova
Box Office Manager





The Strategy

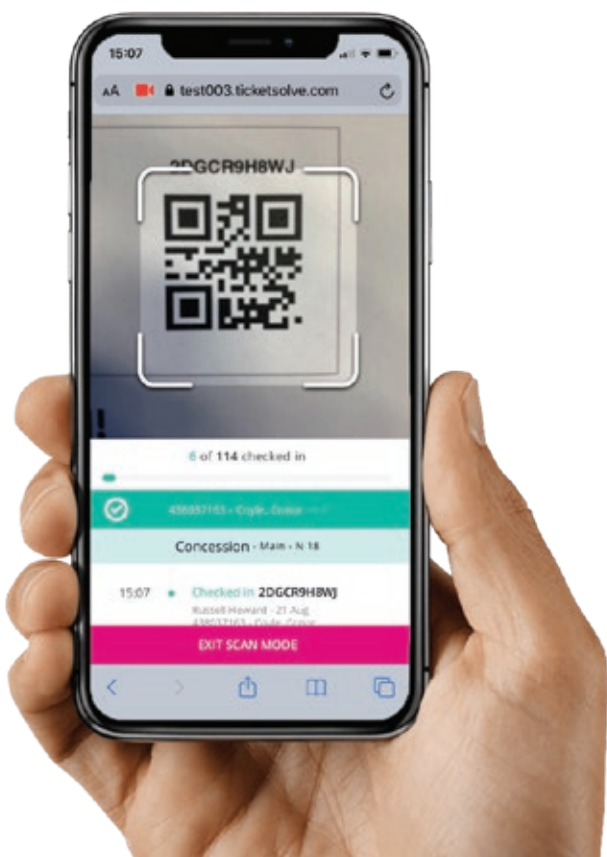
Making the move to scanning

Ensuring that all relevant staff (not just the duty manager) could access Ticketsolve for each performance, was the first step on Komedia's scanning journey. Then Komedia purchased second-hand scanners to use for access and entrance to the auditorium for their busier weekend performances.

The team at Komedia first began ticket scanning with pocket scanners. After successfully trialing this process, their team quickly became more comfortable and confident with ticket scanning and access control to the main auditorium.

With these positive results and attitudes around scanning, Komedia then looked into the Ticketsolve Check-in App from the Ticketsolve Support and Communications teams. Using Ticketsolve's supporting articles and documents on the support hub Zendesk, their team decided they would trial the new app and compare both approaches.

In making their decision, Komedia gathered feedback from Front of House, who supported using their own phones to scan audience members into performances. The team agreed that the benefits of phone scanning outweighed pocket scanning. For example, through phone scanning, the team at Komedia Bath could see external ticket allocations through the app which proved very helpful for them during busier periods.

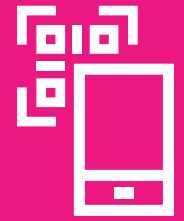




The Results

With nearly 62% of total ticket bookings for Komedia Bath driven by mobile devices, it's no surprise that more and more attendees are presenting their tickets on their mobile phones. Audience members arriving to Komedia Bath with their smartphones no longer have to print their tickets before arriving at the venue on the evening of an event. They simply click the link to download their e-tickets from their confirmation email to their phone.

Before using the Ticketsolve Check-In app and mobile scanning, the team at Komedia would have to scroll and zoom on the pocket scanner to see the names of each audience member. This proved entirely too cumbersome for their team who needed to get nearly 800 people through the doors each night as quickly as possible to avoid delays and any disgruntled customers.



Over 99%

of audience members are presenting their phones for access at Komedia Bath.

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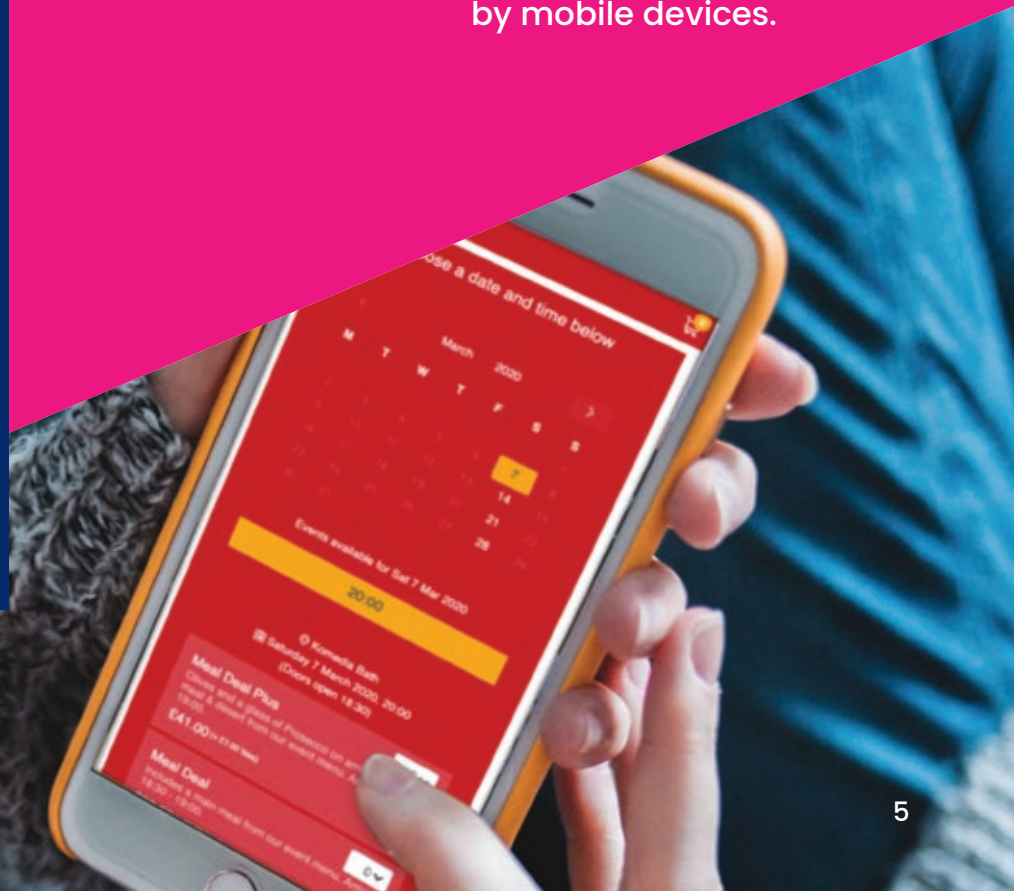
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Through Ticketsolve, our team can report that **61.4%** of all audience members who purchased a ticket for Komedia Bath purchased with their mobile phones. E-ticketing is extremely popular for us!

”



Ellie Rogers
Marketing and
Communications Manager





Benefits

The team at Komedia Bath have experienced multiple benefits with phone scanning and the Ticketsolve Check-in app. Some of the main benefits experienced are;

Accessible Reporting

Komedia Bath now has the facilities to report on which audience members attended an event. At the discretion of the venue, Komedia can swap tickets for a specific show to an alternative day if so requested by an audience member. By running a quick report on which tickets weren't scanned, their team can quickly and easily make the switch.

Additional Security

Attendee access for the team at Komedia Bath is more secure than ever with e-ticketing and mobile scanning. With the Ticketsolve Check-In app, Front of House and Box Office will be alerted by a distinguishable sound if a single ticket has been scanned more than once.

Administrative Advantages

Since introducing mobile scanning, Komedia Bath can better prepare and plan their staffing efficiencies in advance. Their Front of House and Box Office teams also have more time to speak directly to audiences as they aren't searching frantically through lists of names for the correct attendee. Audience members appreciate the extra attention to detail and warm welcome received during each visit to Komedia.

Culture Change for Climate Change

Scanning is also an important part of the green initiative for Komedia Bath. Their team has significantly reduced the amount of paper waste as they are no longer reliant on lists of attendees. Audience members now no longer need to produce a paper ticket on site and Komedia do not need to print tickets with a thermal ticket printer which is a huge cost saving for the venue.

Ease of Bar Access

Stewards now have a login to the Ticketsolve Check-in app too. Audience members can head to the bar from the auditorium by two doors upstairs or two downstairs and once they return to their seats, stewards can ensure that they are scanned into the auditorium at the correct door.

Ease of Mind

The team at Komedia Bath are more confident than ever scanning with the Ticketsolve Check-In app. What once were hectic and frantic doors open, are now organised and strategic audience get-ins. Within one week of scanning with the Ticketsolve phone scanning app, the team at Bath were more comfortable than ever with scanning. They were also happy to be scanning from their own phones as they were able to save the link on their web browser.



Positive Feedback from Audience Members

Audience members have shared their positive experiences with the team at Komedie. Attendees say that a relaxed and swift access to the auditorium has enhanced their overall consumer experience and creates a more professional feel to each event and performance at Komedie Bath.

Promotor Logins

For particular events such as club nights and student nights, promoters frequently request information regarding attendees. Komedie Bath can set-up Promoter Login access easily through Ticketsolve so that third-parties can see numbers for their shows only. This is hugely appreciated by promoters and also presents Komedie Bath in a more professional capacity.

QR Codes

The team at Komedie Bath find phone scanning much easier and quicker with the Ticketsolve Check-In app through QR Code scanning. QR codes can be read easier than barcodes from mobile phone screens and they are also more robust on hard copy tickets.

Secondary Pop-Up Box Offices

Komedie Bath has also been able to set up a secondary box office on the evening of sold out performances. These pop-up stations can be arranged in a matter of minutes as all their team needs are their Front of House uniforms and their phones for scanning.

Ticketsolve Support and App Development

The team at Komedie made the move to mobile scanning seamlessly. The Ticketsolve support team were on hand to receive feedback and answer any questions which their team had during the initial changeover period. Komedie Bath also offered the team at Ticketsolve constructive feedback for development which the DevOps team looked at within a couple of days.



Thank you

We would like to thank the entire team at Komedie Bath for their help in putting this case study together. We are so proud to consider them an important part of the Ticketsolve community and look forward to helping them grow even more in the coming years!

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