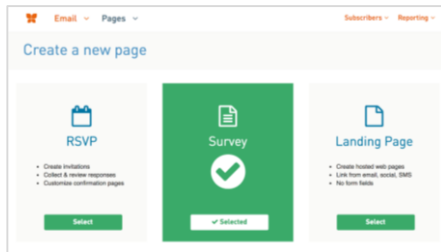


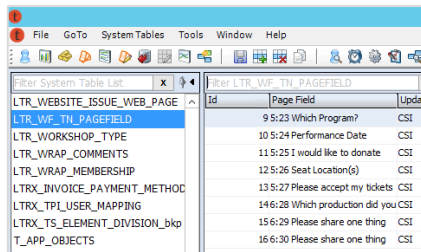
# Web Form Integration without Custom Coding



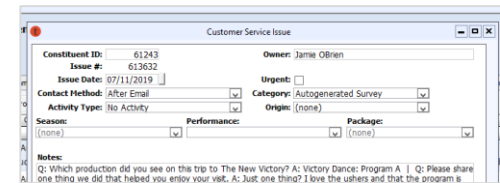
*In a digital world and at a Tessitura-based organization, how do we meet patrons where they are but get data to where we need it?*



WordFly Pages



Tessitura Plug-In



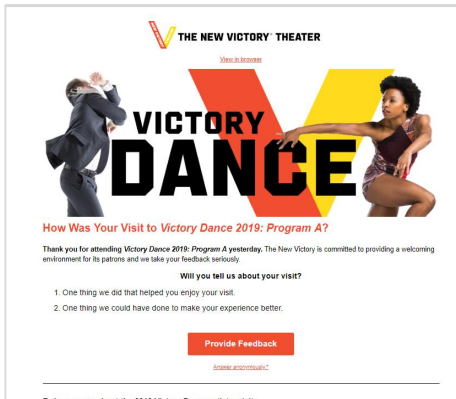
CSIs

- **No phone calls please:** Let people coordinate their lives online.
- **No silos:** Record all major constituent touchpoints within Tessitura.
- **No manual labor:** Integration and automation are better than continuously allocating human resources.

*Additionally, we wanted to:*

- Recover custom functionality lost during upgrades.
- Avoid a lot of new customization. Customizations equal maintenance.
- Have the information collected also serve *as data*.

# Standard Usage: *Automated Distribution*



**THE NEW VICTORY THEATER**

Which production did you see on this trip to The New Victory? \*

Select a production

Please share one thing we did that helped you enjoy your visit.

Enter your response.

Please share one thing we could have done to make your experience better.

Enter your response.

I'm not a robot

**Submit**

How 429d 589d, Inc. (1) | Account | Help | Welcome, Jamie | Sign Out

Email Pages

Design Library Subscribers Reporting

**FY20 Victory Dance PostShow Survey** SETTINGS RESULTS

PUBLISHED: 07/11/2019 5:39 PM

Who's responded?

Date: All Filter by

1 - 10 of 10 25 50 100

Response ID	Response date ^	Email	First name	Last name
Q #36	07/12/2019 11:13 AM	AK		1
Q #35	07/12/2019 10:52 AM	bs		moy
Q #34	07/12/2019 10:24 AM	bo		nhan
Q #33	07/12/2019 10:16 AM	kfl...		...SH

**Email →**

**Web Form →**

**Results →  
(WordFly)**

# Standard Usage: *Automated Distribution*

Filter System Table List

Filter LTR_WF_TN_PAGEFIELD	Id	Page Field	Update
LTR_WEBSITE_ISSUE_WEB_PAGE			
LTR_WF_TN_PAGEFIELD	9 5:23	Which Program?	CSI
LTR_WORKSHOP_TYPE	10 5:24	Performance Date	CSI
LTR_WRAP_COMMENTS	11 5:25	I would like to donate	CSI
LTR_WRAP_MEMBERSHIP	12 5:26	Seat Location(s)	CSI
LTRX_INVOICE_PAYMENT_METHOD	13 5:27	Please accept my tickets	CSI
LTRX_TPI_USER_MAPPING	146:28	Which production did you	CSI
LTRX_TS_ELEMENT_DIVISION_bkp	15 6:29	Please share one thing	CSI
T_APP_OBJECTS	16 6:30	Please share one thing	CSI

Customer Service Issue

Constituent ID: 61243      Owner: Jamie OBrien  
 Issue #: 613645  
 Issue Date: 07/11/2019      Urgent:   
 Contact Method: After Email      Category: Autogenerated Survey  
 Activity Type: No Activity      Origin: (none)  
 Season: (none)      Performance:      Package: (none)

**Notes:**  
 Q: Which production did you see on this trip to The New Victory? A: Victory Dance: Program A | Q: Please share one thing we did that helped you enjoy your visit. A: Just one thing? I love the ushers and that the program is just \$10. We'll be back next week and the week after! (This is a test response from Jamie.) | Q: Please share one thing we could have done to make your experience better. A: I only wish I'd organized myself earlier while there were still Orchestra seats available. My bad though, not yours! (This is a test response from Jamie.)

Created: 7/11/2019 17:26:44 by wordfly at NASCXWCPPI Modified: 7/11/2019 17:26:44 by dbo

**Reminders**

**Issue Actions:**

User	Date	Action Date	Action	System Date	Resolved
jobrien	7/12/2019 11:25:48	7/12/2019	Issue Resolved		<input checked="" type="checkbox"/>

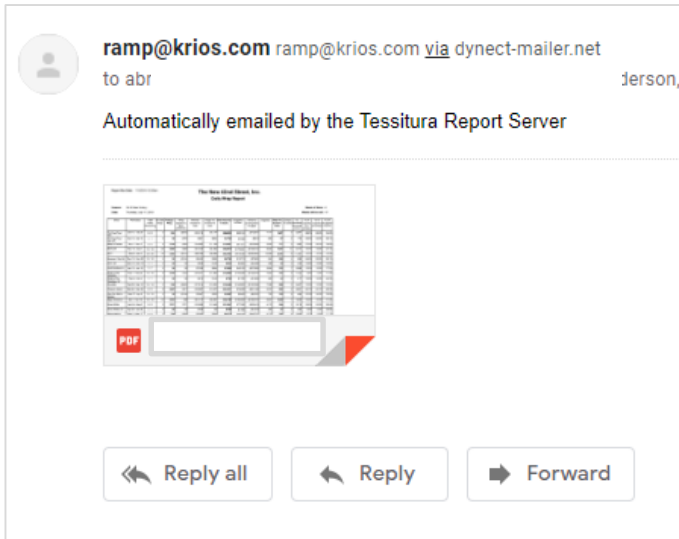
Add Action      Save      Close

tin did you see on this trin to The New Victory? A: Victory Dance: Program A | Q: Please share one thing we did that hel

**Tessitura Plug-In →  
(System Table)**

**CSI →**

# Standard Usage: *Automated Distribution*



**The New 42nd Street, Inc.** jobrien 7/12/2019 3:33 PM Page 1 of 2

**Customer Service Issue Tracking**  
 CSI Date Range: 2019-07-12 --- 2019-07-31  
 Contact Types: After Email  
 Categories: Autogenerated Survey  
 Activity Types: No Activity  
 Origin: (All)  
 Created By: (All)  
 Season: (None)  
 Show Open Issues Only: Yes  
 List: (None)  
 Show Action Steps: No  
 Performance: (All)  
 Sort Options: Activity Type  
 Urgent: All

Const ID	Constituent Name	Date	Issue #	Category	Activity Type	Contact Type	Urgent	Closed	Created By
238781	Barbara C	7/12/2019	613663	Autogenerated Survey	No Activity	After Email	N	N	wordfly
<b>Notes:</b> Q: Which family evt d you see on this trip to The New Victory? A: Victory Dance: Program A.   Q: Please share one thing we did that helped you enjoy your visit. A: It was a fun n't a family.   Q: Please share one thing we could have done to make your experience better. A: The program was too short.									
117320	Beth Cour	7/12/2019	613662	Autogenerated Survey	No Activity	After Email	N	N	wordfly

Scheduled Report →  
(Emailed)

PDF

# Standard Usage: *Ticket Release Form*

Hypothesis: Promoting the option of donating tickets for resale will decrease our no-show rate and make patrons on waitlists happy.

*Beta testing during our summer series, Victory Dance!*

## We'll See You on Thursday at 7pm!

You have 5 seat(s) to *Victory Dance 2019: Program A* on Thursday, July 11, 2019. The performance runs 90 minutes including interstitials and a post-show Talk-Back.

Have a spare ticket? Unable to attend? Donate back your ticket(s).

If you are unable to use any or all of your tickets, please donate them back—it's easy! [Just fill out this form to release your ticket\(s\) for resale](#) and we'll send you a donation receipt for tax purposes, and our thanks. You may donate your ticket(s) up to 4 hours prior to your scheduled performance time.

Similar to the previous example:

1. Email + Web Form
2. Results sync to create a CSI.
3. Box office managers monitor via a scheduled report and update orders.

**THE NEW VICTORY THEATER**  
Ticket Donation Form


Which Program? \*  
Select Victory Dance Program

Performance Date \*  
MM/DD/YYYY (ex: 01/01/19)

I would like to donate \_\_\_ ticket(s). \*  
Enter number.

Seat Location(s) \*  
Ex: Orch. C. 2-4

Please accept my tickets as a contribution to The New Victory Theater. \*  
Enter full name in agreement.

I'm not a robot 

Submit

# Advanced Usage: *Anonymous Feedback*

- WordFly Pages allow for Anonymous responses, but the sync only works with a Constituent ID.
- WordFly Pages only record a Constituent ID if the tokenized tracking is activated *per patron during a campaign deployment*. (You cannot pre-populate the ID value.)
- *Workaround*: Deploy a campaign to the Anonymous Constituent, then use that active link as your “untracked” option.

**Unknown WordFly Anonymous**  
#239764

General | Names | Contact Details

**Name**

ID	Prefix	First Name	Middle N
239764		Unknown	

**Mailing Address**

Salutation 1: Unknown WordFly Anonymous  
Salutation 2:   
Business Title:   
Street 1: 123 WordFly Pages  
Street 2:   
Street 3:   
Locale: New York NY  
Country: USA Home Address:   
Dear: Unknown WordFly Anonymous

**Other**

Original Source: Marketing  
Email: jobrien+wordflyPagesAnon@new4:  
Protection Type: (not set)  
Created: 6/20/2019 10:50:15 by jobrien at NSTRU

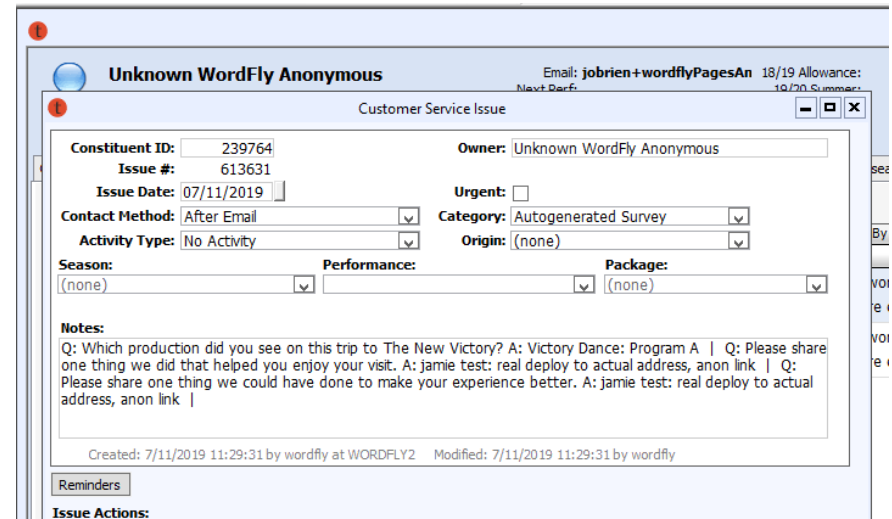
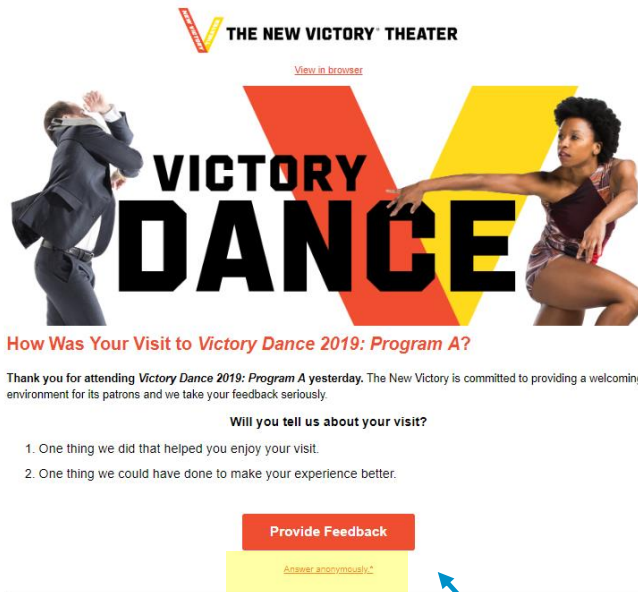
## Your Email Campaigns

ALL IN PROGRESS SCHEDULED SENDING SENT

Name	Type	Status	Last updated	Labels
FY20 Preshow School 2D VicDance	Triggered	Sent	07/12/2019	Schools, Perform
FY20 Vic Dance PostShow Survey	Triggered	Sent	07/12/2019	2019 (FY20) Sum
FY20 Preshow School 2W VicDance	Triggered	Sent	07/12/2019	Schools, 2019 (F
jo Test Full Deploy Post-Show Form 2	Standard	Sent	07/11/2019	Proof of Concept
FY20 Victory Dance Mobile Tix Reminder	Triggered	Sent	07/11/2019	2019 (FY20) Sum

# Advanced Usage: *Anonymous Feedback*

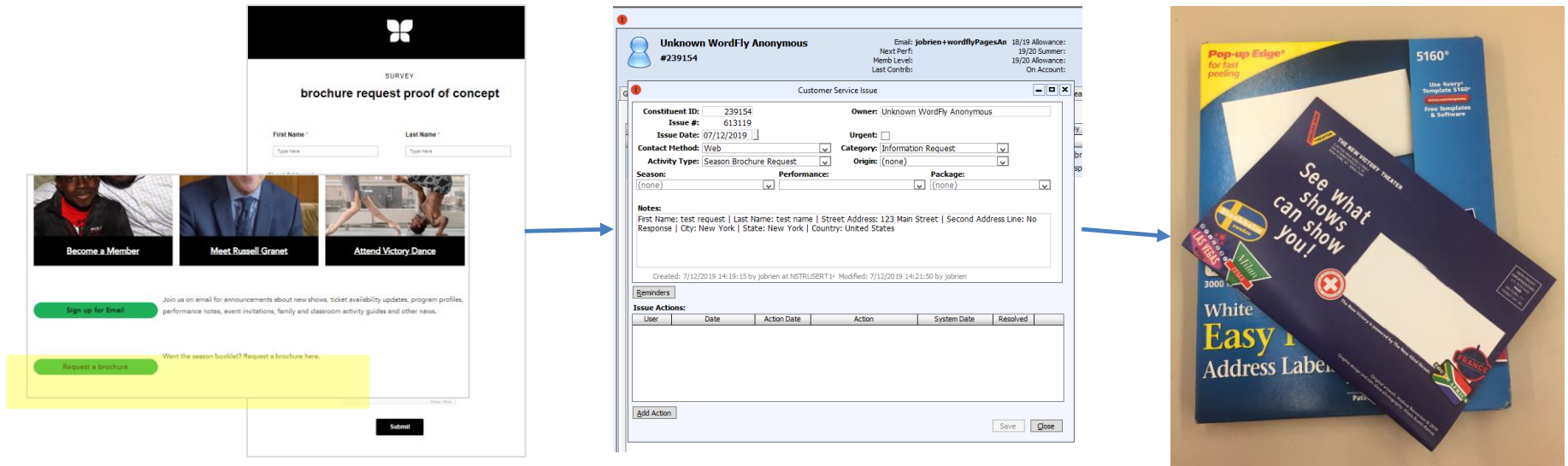
The campaign deployed to the Anonymous account generated  
<https://pages....?sid=MTAwXzE1NDc3XzE1MjU2OF82ODA2>



Which we link there, then sync through to here.

# Advanced Usage: *Brochure Request Web Form (Proof of Concept!)*

Repeat the Anonymous user workaround from previous example but post the link publicly.



**To Be Determined:**

How do we convert a CSI on a decoy account so the request can be both efficiently fulfilled and become a data point for reporting and list queries?

# What's next?

- Refine formatting for increased legibility.
- Evaluate Ticket Release Beta test.
  - Did it help reduce no-shows?
  - Should it expand to be an online starting point for exchanges or past-dating?
- The Tessitura Plug-In also syncs to Attributes and Special Events. How might we use those?
- What other currently non-digital processes can we move online?