

Exchange & Donate Tickets Pages



CMS 2012 BI-QUARTERLY TRAINING

JULY 17, 2012 11:00 AM

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Exchange Online



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- ✓ Reduces non-revenue customer interaction for ticketing
- ✓ Customer expectation
- ✓ Potential new revenue source (fees)
- ✓ Funder expectation

-

- Business decisions may override these benefits
- We'd like to know more about this today

Customer Expectation



Contact Method: Web Form **Category:** Web Contact Us
Activity Type: YT Other **Origin:** (none)
Season: (none) **Performance:** **Package:** (none)

Notes:
From: Chuck Hall
Email: chah74@gmail.com
Wanted to use flex voucher #289129 for 2 tickets to Amish on Saturday at 5:30 on April 30th. To confirm OK call #62 529 7969.

Notes:
Hi! My name is Julia Nestor...and I have two season tickets to your theater! (Love it...awesome shows!) Anyway...my girlfriend and I who attend the shows have a work event the night of our tickets for the next show (Tigers Be Still). Our tickets are for Tuesday, April 3. Is there any way, for this show only, that we could exchange them for tickets for Wednesday, April 4 or Tuesday, April 10. If so....how do we do that??

Notes:
From: Joyce Hannah-Stary
Email: jhvh@verizon.net
I have flex plan tickets. I cannot figure out how to use them on the website. We want to attend the performance on Sunday, May 20.

Today We Will Discuss...



- ✓ UI and Planned Enhancements
- ✓ Tessitura setup
- ✓ CMS Exchange and Donate Tickets page types
- ✓ Email Confirmations
- ✓ Anything we've missed?



Customer Flow (demo); Planned Enhancements



- ❑ **SYOS**
- ❑ **BETTER CONFIRMATION FOR DONATIONS**
- ❑ **SEAT MAP FOR BEST AVAILABLE**
- ❑ **ADD DATE RANGE TO PERFORMANCE LIST**
- ❑ **SORT PERFORMANCES BY DATE**
- ❑ **FIX SUPERPACKAGES FOR EXCHANGES**
- ❑ **FIX MOS FOR DONATED TICKET ORDERS**
- ❑ **SUPPRESS SEAT NUMBERS ON VOUCHERS**
- ❑ **REPORTING OF PARKING VOUCHERS ON EXCHANGE**
- ❑ **MISCELLANEOUS BUG FIXES**

Target launch date: July 31

Getting Started



**PREPARING TO OFFER EXCHANGES/TICKET
DONATIONS ONLINE**

Make A Plan



Make sure everyone's informed

Ticketing

- setup requirements, reporting implications, troubleshooting orders, customer service

Marketing

- messaging, communication

Finance

- remittance, reporting

Development

- impact on donors, customer service

FOH

- potential night of show issues (showing up with original tickets)

Make A Plan

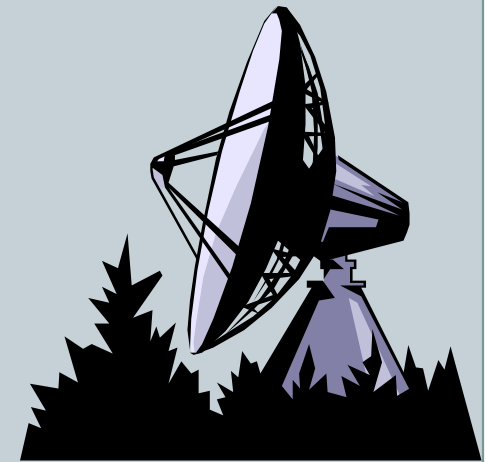


- Consider your fee structure
- Identify packages or package types that you want to make available for online exchanges
- Decide how you want to handle ticket turnbacks
- Include web setup and testing as part of your exchanges setup timeline
- Add an 'Exchange' button to your website or otherwise plan how to get customers to the right place
- Consider emailing your subscribers (mail2 triggered campaign!)

Tell Your Friendly Tessitura Admin:



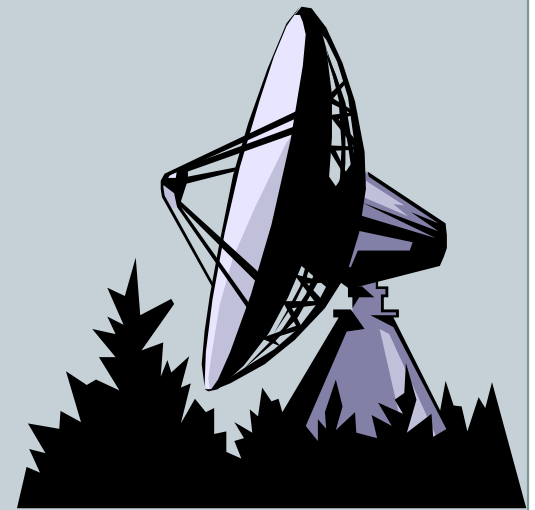
- If you have feedback from the prior year's process
- If you would like to modify the fee structure
- If you will be doing anything new from the year prior
- If any price types should be suppressed online
- When you expect to launch online



Tell Your Friendly Graphics Designer:



- **Nothing!**
 - Seating Chart will pull from the production page
- No graphics or HTML knowledge required for setup



Tessitura



**SETTING UP PACKAGES AND PERFORMANCES
FOR ONLINE EXCHANGE**

Package Setup



Tessitura Package setup for online exchange:

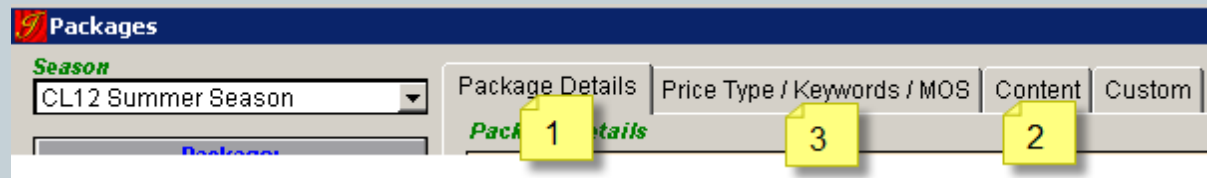
1) Package Type

2) Content Tab

- Eligible Season
- Exchange Rule
- Non-Donatable

3) Modes of Sale

- Internet – Subscription
- Internet – Sub Exchange



Package Type

- Defines exchange behavior online and in the CMS

Package Details | Price Type / Keywords / MOS

Package Details

Package: **PT PICK**

Type: Flex

Pkg Code: PT12PICK Pkg No: 4343

Rank: PT Season

Campaign: PT12 Subscriptions

Super Pkg: Sub Pkg:

Fixed Seat: Flex:

Min Perfs: 3 Max Perfs: 3

Package Details | Price Type / Keywords / MOS

Package Details

Package: PT Gold Flex Subscription

Type: Coupon

Pkg Code: Coupon

Rank: Dummy

Campaign: Flex

Super Pkg: Full

Fixed Seat: Mini - Non Renewable

Min Perfs: Mini - Renewable

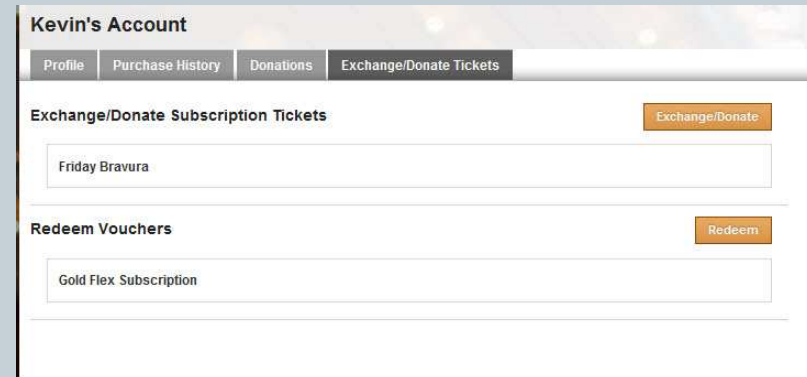
Parking

[-] Packages

- 3576: Opening Nights (Package)
- 4343: PT PICK (Flex Package)
- 3144: Gold Flex Subscription (Voucher)

Package Type

- If the customer has a voucher package, 'Redeem Vouchers' section displays
 - Seat locations will be suppressed



Kevin's Account

Profile Purchase History Donations Exchange/Donate Tickets

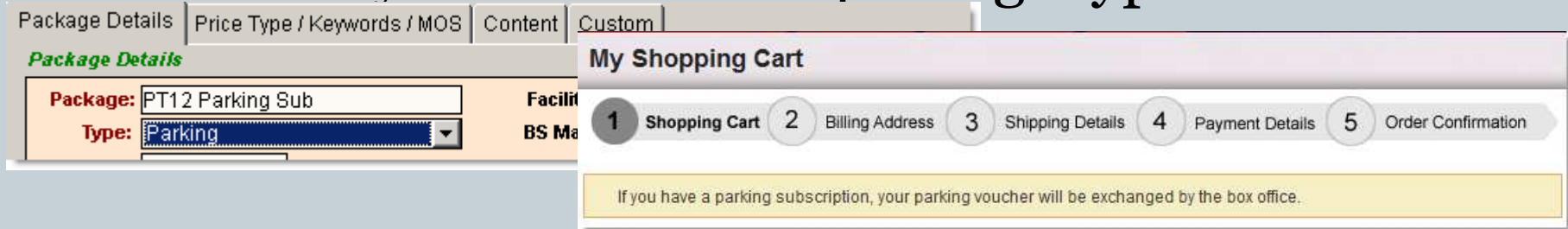
Exchange/Donate Subscription Tickets Exchange/Donate

Friday Bravura

Redeem Vouchers Redeem

Gold Flex Subscription

- If the customer has a parking package, the parking cannot be exchanged online. Parking packages are identified by their Tessitura package type



Package Details Price Type / Keywords / MOS Content Custom

Package Details

Package: PT12 Parking Sub Facility: BS Ma

Type: Parking

My Shopping Cart

1 Shopping Cart 2 Billing Address 3 Shipping Details 4 Payment Details 5 Order Confirmation

If you have a parking subscription, your parking voucher will be exchanged by the box office.

Modes of Sale



The Internet – Subscription MOS must be in all packages eligible for exchange so that they are imported into the CMS.

Mos	Start Date	End Date	Seat	Print
PS Subscription	01/01/2011 12:00:00 A	03/31/2012 12:00:00 A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Internet - Subscription	01/01/2011 12:00:00 A	03/31/2012 12:00:00 A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Internet - Sub Exchange	04/01/2011 12:00:00 A	04/14/2012 12:00:00 A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Internet - Sub Renewal	01/01/2011 12:00:00 A	03/31/2012 12:00:00 A	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- Add the Internet – Sub Exchange MOS to the packages
- Add the Internet – Sub Exchange MOS to the eligible performances
 - This enables you to manage specific performances within a production season so that customers cannot exchange into/out of them
- Check with System Administrator to ensure that the MOS has access to all price types eligible for exchange

Content Tab



<http://fogbugz.pgharts.org/default.asp?W44>

- **Eligible Season**
 - Defines season-to-season exchange (e.g. MCG can exchange to Pops)
 - Only used if you're allowing exchange between two seasons
- **Exchange Rule**
 - Defines available packages for exchange
 - Default is 'Season'
- **Non Donatable**
 - Defines whether a package's seats may be donated for resale
 - Default is 'false' (i.e. tickets may be donated by default)

Content Type	Value
ExchangeRule	Season

Content Type	Definition
Package	only exchange to other performances within this package
Production Season	only exchange within the production season
Season	exchange to any performance within the season
None	only want to allow tickets to be donated for tax credit but not exchange, then you would add the mode of sale and select none

Content Tab: Exchange Rule Examples



- **Season (+ Eligible Season):** your voucher packages are in a separate season from your main season and you want customers to be able to exchange vouchers for real shows.
- **Season:** (default behavior) ‘Peter Pan’ and ‘Spiderman’ are in the same season and customers can exchange a performance of Peter Pan for a performance of Spiderman.
- **Production Season:** customers can only exchange one performance of ‘Peter Pan’ for another performance of ‘Peter Pan.’
- **Package:** the season contains ‘Peter Pan’ ‘Spiderman’ ‘Godspell’ ‘Once Upon a Mattress’ and ‘Evita’ but a package contains ‘Peter Pan’ ‘Spiderman’ and ‘Godspell’ and subscribers can only exchange between the three shows offered within that package.
- **None:** if you want to allow customers to turnback/donate their tickets but not exchange them.

<http://fogbugz.pgharts.org/default.asp?W44>

Fees



- **Per ticket or per order**
 - Note that ‘per order’ online means one show at a time
 - You can’t add a complex rule e.g. if you exchange within a production season there’s no fee, but within a season there ‘s a fee.
 - You cannot have a time ‘trigger’ the fee e.g. exchanges less than 48 hours before a performance are subject to a fee
 - ✦ Manage timing of exchanges via the MOS
- **Set up fees via help ticket every season**

CMS



EXCHANGE AND DONATE TICKETS PAGE

Body Tab

overview paragraph;
this is the content for
the /exchange landing
page

This landing page may
be linked to from your
subscription landing
page

Page Title
Exchange and Donate Tickets
Modifying slug value may change the webpage uri
[View](#)

body | exchange_donate_summary | voucher_redeem_summary | terms_and_conditions

Filter <none> | Reference: [Filter Available Tags](#)

```
<h1>Exchange Policy for the Pittsburgh Ballet Theatre</h1>
Hassle-Free Ticket Exchange-Options exclusively for Subscribers- You can exchange your tickets between performances OR you can exchange your tickets between productions!<br /><br />
<b>In Person</b> Take your ticket(s) to the Benedum Center Box Office or The Box Office at Theatre Square up to one hour prior to your originally scheduled performance. <br /><br />
<b>By Mail</b> Mail ticket(s) at least 10 days in advance of performance to the Benedum Center Box Office, 719 Liberty Avenue, Pittsburgh, PA 15222. Tickets will be held at the Box Office for pick-up.<br /> <br />
<b>By Fax</b> Fax your voided subscription ticket(s) with your preferred performance date, performance time, name and phone number to the Benedum Center Box Office, fax: 412.391.7219, no later than one hour prior to your originally scheduled performance. <br />
<br /><br />
Please note- Past due subscription tickets cannot be honored or exchanged. No Refunds on subscription tickets. <br /><br />
```

Events Calendar ▾ Venues ▾ I Am... ▾

Exchange and Donate Tickets

- [Overview](#)
- [Dance Card](#)
- [Renew Your Subscription](#)
- [5 Show Packages](#)
- [4 Show Packages](#)
- [3 Show Packages](#)
- [Subscription Exchange Policy](#)

Exchange Policy for the Pittsburgh Ballet Theatre

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Please note- Past due subscription tickets cannot be honored or exchanged. No Refunds on subscription tickets.



Summary Tabs

Exchange and Donate

Enter your exchange policies here

Eligible packages will display below the text

Voucher Redeem

If the customer doesn't have a voucher package, the Redeem Voucher content will not display

Page Title

Exchange and Donate Tickets

Modifying slug value may change the webpage url

[More](#)

exchange_donate_summary voucher_redeem_summary body terms_and_conditions

Filter <none>

Reference: [Filter Available Tags](#)

```
<h3>Exchange and Donate Tickets</h3>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas adipiscing neque nisi. Quisque non fringilla nulla. Etiam ullamcorper elementum sagittis. Ut odio orci, tristique sed aliquet ut, cursus eu felis. Praesent placerat porta pellentesque. In accumsan sem ac mauris tincidunt nec dignissim nisi aliquam. Donec at nisi in nibh sagittis pulvinar at nec velit. Nullam suscipit felis eget erat sagittis blandit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In vel diam eget felis lobortis porta sit amet eget nisi.</p>
```

Exchange and Donate Tickets

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas adipiscing neque nisi. Quisque non fringilla nulla. Etiam ullamcorper elementum sagittis. Ut odio orci, tristique sed aliquet ut, cursus eu felis. Praesent placerat porta pellentesque. In accumsan sem ac mauris tincidunt nec dignissim nisi aliquam. Donec at nisi in nibh sagittis pulvinar at nec velit. Nullam suscipit felis eget erat sagittis blandit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In vel diam eget felis lobortis porta sit amet eget nisi.

▶ OP12 Friday Quartet

▶ OP12 Sunday Quartet

Redeem Vouchers

Etiam id neque non dolor accumsan faucibus eu et eros. Maecenas nec viverra nulla. Fusce nibh lacus, gravida id posuere sed, commodo sed risus. Aliquam id diam sed orci rhoncus consequat. Vivamus dignissim consectetur sem, eget laoreet dui luctus in. Fusce in dui vitae enim tincidunt accumsan. Aliquam dui urna, feugiat id vestibulum id, laoreet quis massa. Nam a sapien odio, portitor blandit lectus. Proin id felis ac ante feugiat semper. Ut ac diam tortor, in egestas nisi. Vestibulum aliquam lorem nec tortor convallis aliquam. Duis euismod viverra ipsum sit amet pharetra. Curabitur neque leo, auctor in luctus ut, aliquam non augue. Etiam non metus sit amet nulla lacinia rhoncus. Sed in nulla sagittis dui varius blandit eget id lectus. Praesent dui urna, faucibus eu accumsan a, eleifend id sem.

▶ OP12 4Pak Coupon Book



Terms and Conditions Tab

Content displays as a pop up window from a link that customer must check in order to exchange tickets

Terms and Conditions also display in the cart

Page Title

Exchange and Donate Tickets

Modifying slug value may change the webpage url

[More](#)

body exchange_donate_summary **terms_and_conditions** voucher_redeem_summary

Filter <none> Reference: [Filter Available Tags](#)

<div class="term_and_condition_container">
<h3>Terms and Conditions for Exchange</h3>

<p>Subscribers may exchange their tickets online to another concert within their series up to 4 hours prior to the performance that they are unable to attend. (For example: BNY Mellon Grand Classics subscribers can exchange into any other concert within the BNY Mellon Grand Classics Season.) It is recommended that subscribers exchange tickets as early as possible. Some restrictions may apply. All exchanges are subject to availability. Tickets can also be exchanged by phone and in person up to 1 hour prior to the performance you are unable to attend. To exchange by phone please call the Heinz Hall Box Office at 412.392.4900. Fees may apply. Individual Tickets are not exchangeable online.</p>

<!--<h3>Terms and Conditions for Donate</h3>

<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas adipiscing neque nisl. Quisque non fringilla nulla. Etiam ullamcorper elementum sagittis. Ut odio orci, tristique sed aliquet ut, cursus eu felis. Praesent placerat porta pellentesque. In accumsan sem ac mauris tincidunt nec dignissim nisi aliquam. Donec at nisi in nibh sagittis pulvinar at nec velit. Nullam suscipit felis eget erat sagittis blandit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In vel diam eget felis lobortis porta sit amet eget nisl.</p--></div>

<h3>Can't Use Your Subscription Tickets?</h3>

<p>Return your subscription tickets and receive a tax credit!
Subscribers may turnback tickets online up to 4 hours prior to the concert for resale.
You will receive a tax credit by mail within one week of your turnback.
You may also call the ticket turnback line at 412.392.3333 as late as one hour prior to the concert to return tickets for resale.
</p>

Your confirmation number is 25280886. Thank you for your ticket donation.

Order Details

Addams
Family

Addams Family

Fri, Aug 3, 2012, 8:00 PM

Benedum Center | [Directions](#)

PNC Broadway Across America - Pittsburgh and Pittsburgh CLO |

412-456-4800

Quantity: 1

Ticket Donated

Section: Orchestra Left Center Seats: S 49

Quantity: 1

Ticket Donated

Section: Orchestra Left Center Seats: S 51

Your tickets have been returned for donation. If your tickets are resold, the original paid value of the tickets is tax deductible. If you would like a tax credit letter, please [contact us](#).

Subtotal \$0.00

Total \$0.00

Please note: Terms and Conditions for exchanged and donated tickets

Package Pages Setup: Name Package



Package Details | Price Type / Keywords / MOS | Content | Custom

Package Details

Package: 6-Show 1Tue Eve

Type: Full

Pkg Code: CL12TUEEVE **Pkg No:** 4237

Rank: CL Season

Campaign: CL12 Summer Season

Super Pkg: **Sub Pkg:**

Fixed Seat: **Flex:**

Min Perfs: **Max Perfs:**

Facility: Benedum Center

BS Map: CL CLO

Z Map: CL12 Summer Season

Ticket Text

6-Show Premium Series
Tuesday Evening

Once exchange page is set up, check the Package Pages:

- Is the Page Title customer-friendly?
- Have all the exchange-eligible packages been imported and published?

Groups in Package

Perf Group Desc
CL12TUEEVE

Page Title

6-Show Premium Series Tuesday Evening

Modifying slug value may change the webpage url
[More](#)

Layout: <inherit> **Page Type:** Package **Status:** Published

Last updated at 11:36 AM on January 12, 2012

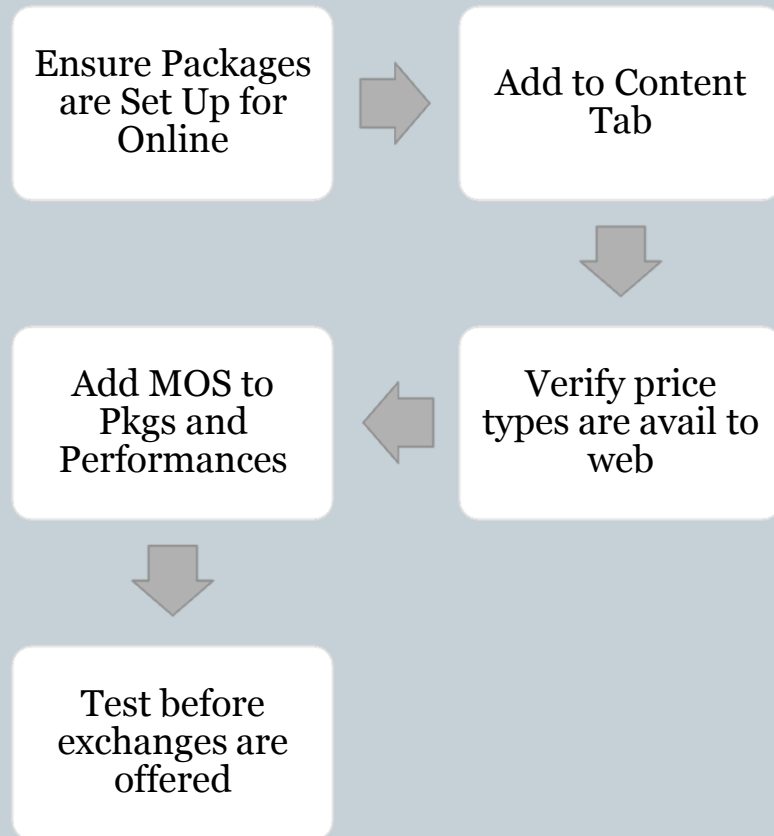
[Archive this page](#)

Enable Customer Seating

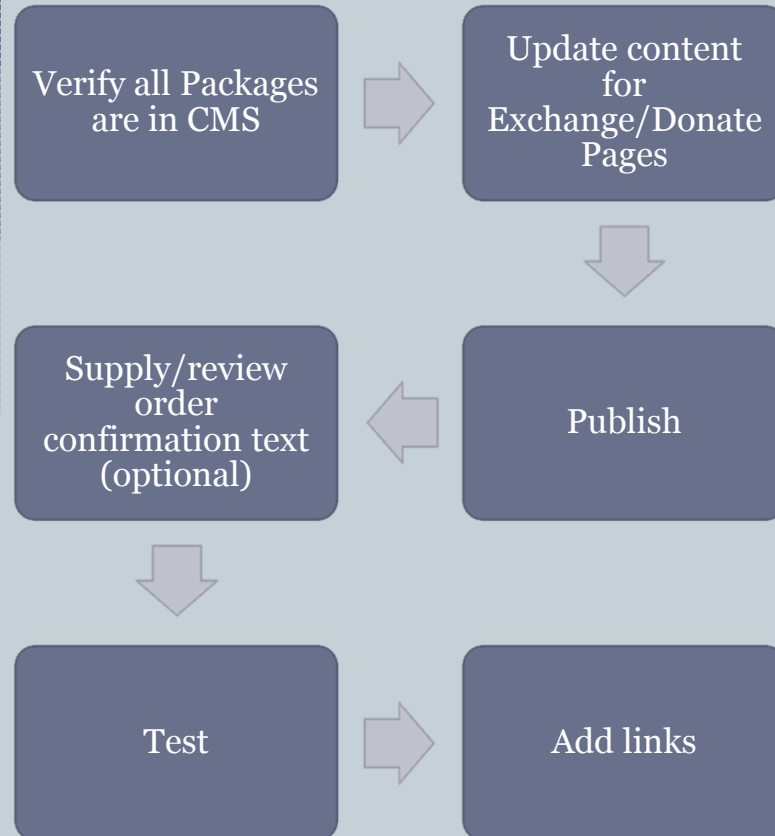
Enable Select Your Own Seat option

Simultaneous Workflow

Tessitura



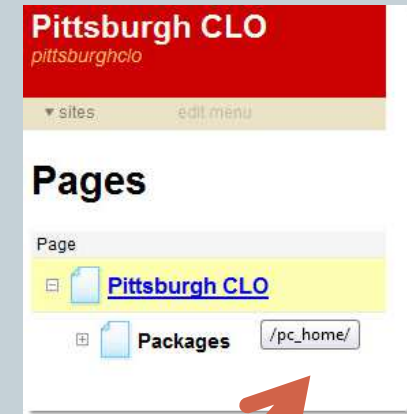
CMS



URLs for Exchange/Donate Tickets Pages



- **http://**
 - No 'www'
- ***brandedpath.culturaldistrict.org***
 - Exchanges may also happen on *culturaldistrict.org*
- ***/BrandedPathRoot_home/subscriptions***
 - Hover over your organization's main page to see root
- ***/Exchanges***



Sample Exchange/Donate Tickets Pages



http://pso.culturaldistrict.org/pso_home/exchanges

http://publictheater.culturaldistrict.org/ppt_home/exchanges/

http://citytheatre.culturaldistrict.org/ct_home/exchanges

Confirmation Emails



- One for exchanges, one for donated tickets
- The text ‘your tickets have been exchanged...’ is customizable per organization but requires a deploy to change. Send copy to help@culturaldistrict.org so that an administrator may make changes.
- A copy of every exchange confirmation is sent to a designated mailbox at your organization.

From: webmail@culturaldistrict.org [mailto:webmail@culturaldistrict.org]
Sent: Wednesday, August 17, 2011 4:15 PM
To: web_testing
Subject: Your Order Confirmation - 8743179

**CULTURAL
DISTRICT**

Kevin, Thank you for your order!

Your tickets have been exchanged successfully.

Shipping Method:

Print at Home

To print or reprint your tickets, visit [your profile](#).

Billed To:

Kevin FitzGerald
611 Beverly Rd
Pittsburgh, PA 15243-1133
Order Number: 8743179
Email: patrick.fitzgerald@gmail.com

Order Details

Price

1.	PT12 SilverFlx 6	
	Quantity: 2	
	Tickets: 9504514, 9504513	

Electra

Wed, Oct 5, 2011, 8:00 PM

Pittsburgh Public Theater

Venue:

O'Reilly Theater | Pittsburgh Public Theater | 412-316-1600 | [Directions](#)

Beyond Setup



EXTRAS

Details for Remittance



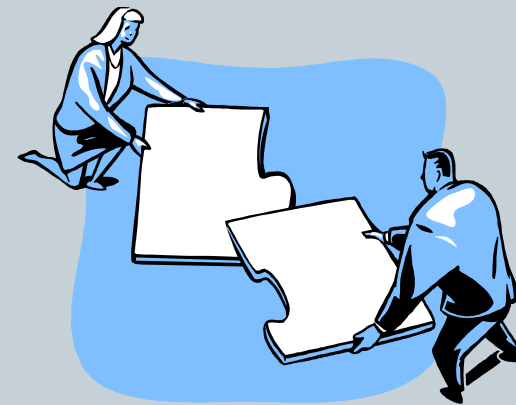
- Online exchanges happen in **Subscription** batch types
 - Posted by sales date by CT Ticketing Mgt
- Upgrades are charged; downgrades are captured in the Sub Exchange Differential fee
- Check with your Finance Director to understand the remittance process
 - This may impact when you make order adjustments



From the Web Project Perspective



- We want you to exchange sub tickets online!
 - Some packages are a little wacky, but we'll try to find a way
 - ✦ We are in the process of tackling enhancements to this functionality
- Even if you can't support exchanges, please consider ticket donation
 - It is a quick win for customers and the box office
- No package is too big or too small
 - Super Packages
 - 'Regular' Packages
 - Voucher Packages
 - Flex Packages



Resources



- Visit the Wiki!
 - [CulturalDistrict.org Documentation](#)
 - Accessible via our local Tessitura Intranet site under 'Knowledgebase'
 - Submit a help ticket and we're happy to consult with you when you're setting up your packages for exchange

Thank You!



**NEXT SESSION:
PRODUCTIONS PAGES
TUESDAY, AUGUST 7 AT 11:00 AM**