

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

BOX OFFICE MANAGER'S KITBAG

HELP FOR HEROES

🎯 PRESENTERS

Anna Coles : Wales Millennium Centre
Sophie Anthony : Wales Millennium Centre
Hannah Jasper : Southbank Centre
James Broderick : National Theatre
Aynsley Young : Theatre Royal Newcastle
Christine Ward : Mayflower Theatre

🎯 CONTENT PLANNERS

Liz Baird : Wales Millennium Centre
Chris Campbell : Grange Park Opera



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CYMRU
WALES
MILLENNIUM
CENTRE®

It Takes Two To Duplicate:

Identifying and managing duplicate records

Sophie Anthony | Contact Centre Coordinator

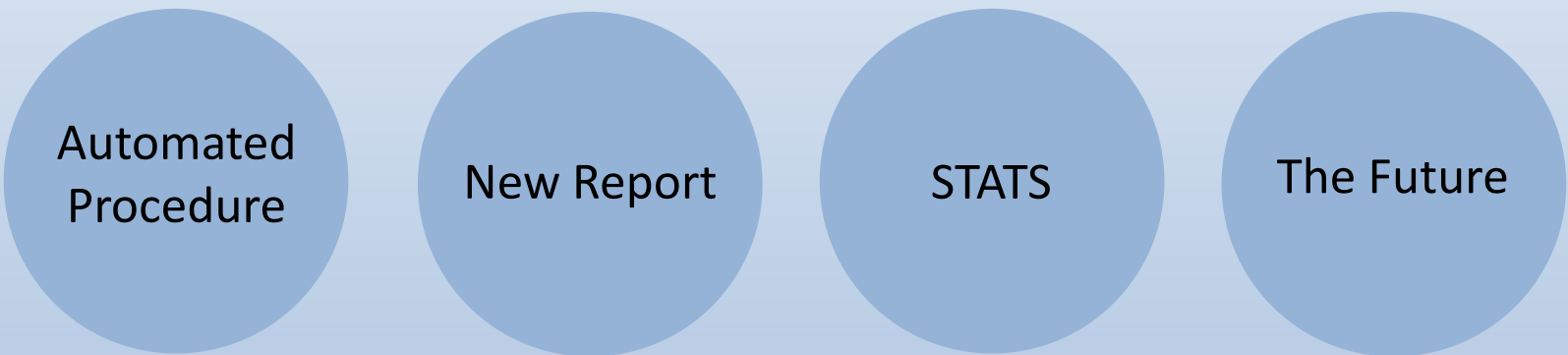
Anna Coles | SQL Support Analyst

Wales Millennium Centre



"To bring the best of the world to Wales and to showcase the best of Wales to the world"

Session Outline



Automated
Procedure

New Report

STATS

The Future

Consortium



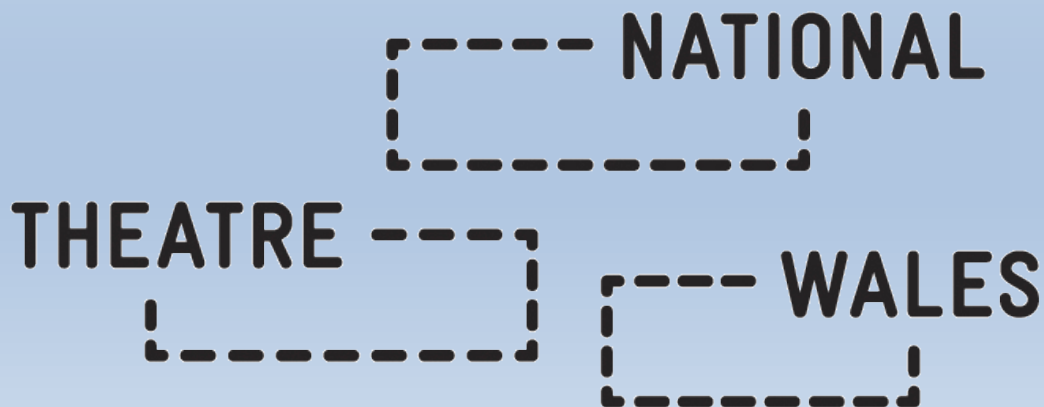
**ROYAL WELSH COLLEGE
OF MUSIC & DRAMA**
COLEG BRENHINOL
CERDD A DRAMA CYMRU



BBC National
Orchestra
of Wales



Cerddorfa
Genedlaethol
Gymreig y BBC



What is in our database?



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1 million

70,000

8,112

8

2,100

1

To have a clean database!



The Automated Procedure



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- Works on identical constituents

Name	Const ID	Street Address	Postal Code	City	Locale	Street2
Mr Timothy Edwards	1245899	Flemingston	CF62 4QL	BARRY	South Glamor	12 Newbarn Holdings
Mr Timothy Edwards	1245898	Flemingston	CF62 4QL	BARRY	South Glamor	12 Newbarn Holdings

Timot Edwards 12Newba CF624QL

- If this string exists more than once in the database, it is identified as a duplicate.

String	Count
TimotEdwards12NewbaCF624QL	2



Who is kept?

Who is merged?

It's all about points!

1,000

10

2

1

critierion	customer_no	status	keep_cust
TimotEdwards12NewbaCF624QL	1245899	K	
TimotEdwards12NewbaCF624QL	1245898	D	1245899

BUT...



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- We still have many duplicate records where the constituent's information is not identical and won't merge automatically:

Name	Const ID	Street Address	Postal Code	City	Locale	Street2
Miss A Coles	1245913	West Bute Street	CF10 5LL	CARDIFF		Flat 18, Cymric Buildings
Miss Anna Coles	307051	West Bute Street	CF10 5LL	CARDIFF		Flat 18, Cymric Buildings

21,858

First Name: A, Middle Name: , Last Name: C, Prefix: Miss, Last Name: es

Mailing Address: Salutation: Miss Coles, Salutation: , Business Title: , Business Address 2: Flat 18, Cymric Buildings, Street 1: West Bute Street, Locale: CARDIFF, Country: United Kingdom, Home Address: CF10 5LL, RA, Dear: Miss Coles, Gen Sal

Other: Original Source: Internet, Constituent Type: Individual, Email: annacoles@talktalk.net (send), Last Activity Date: 29/09

Other: Original Source: Internet, Constituent Type: Individual, Email: annacoles@talktalk.net (send), Last Activity Date: 22/09

And here it is!



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Name	E-mail Address	Constituent ID	Const Name	Street 1	Street 2	City	Locale	Postcode	Ignore
Zac Ashby	zac.ashby@ashby.co.uk	1245923	Zac Ashby	49 Llanmaes Road		LLANTWIT MAJOR	South Glamorgan	CF61 2XE	
Zac Ashby	zac.ashby@ashby.co.uk	1245930	Z Ashby	49 Llanmaes Road		LLANTWIT MAJOR	South Glamorgan	CF61 2XE	
Zeus Dodd	zeusy@zeusy.co.uk	1245926	Zeus Dodd	Pencoed	13 Pen Gwern	BRIDGEND	Mid Glamorgan	CF35 6YE	
Zeus Dodd	zeusy@zeusy.co.uk	1245933	Zues Dodd	Pencoed	13 Pen Gwern	BRIDGEND	Mid Glamorgan	CF35 6YE	
Zia Lam	ziamam@test.co.uk	1245927	Zia Lam	12 Four Acre		LLANTWIT MAJOR	South Glamorgan	CF61 2XN	
Zia Lam	ziamam@test.co.uk	1245934	Z Lam	12 Four Acre		LLANTWIT MAJOR	South Glamorgan	CF61 2XN	
Zoe Peters	zoepeters@trent.com	1245929	Zoe Peters	Clifton Lane	Peverell, Clifton Campus	NOTTINGHAM		NG11 8NS	✓
Zoe Peters	zoepeters@trent.com	1245936	Zoe Peters	Clifton Lane	Peverell, Clifton Campus	NOTTINGHAM		NG11 8NS	✓
Zoe Sherwood	zoes@email.com	1245924	Zoe Sherwood	West Bute Street	Flat 18, Cymric Buildings	CARDIFF		CF10 5LL	
Zoe Sherwood	zoes@email.com	1245931	Zoe Sherwood	Flat 18, Cymric Buildings	West Bute Street	CARDIFF		CF10 5LL	
Zara Varney	zaravarney@123abc.com	1245925	Zara Varney	Flemingston	12 Newbarn Holdings	BARRY	South Glamorgan	CF62 4QL	
Zara Varney	zaravarney@123abc.com	1245932	Zara Varney	Flemingston	12, Newbarn Holdings	BARRY	South Glamorgan	CF62 4QL	
Zack Williams	Zackwilliams@zack.org.uk	1245928	Zack Williams	1 Raglande Court		LLANTWIT MAJOR	South Glamorgan	CF61 1TB	
Zack Williams	Zackwilliams@zack.org.uk	1245935	Z Williams	1 Raglande Court		LLANTWIT MAJOR	South Glamorgan	CF61 1TB	

Name

ID
1245929

Mailing Address

Salutation 1: Z

Salutation 2:

Business Title:

Street 2: P

Street 1: C

Street 3:

Locale: M

Country: U

Dear: Z

Contact Centre

sorlandet1@btinternet.com

376456

Simian Dagnan

Sorlandet Gorsedd,

Holywell

!! IMPORTANT INFORMATION !!

Please **do not** use this report as a tool for scheduling merges unless you fully understand the instruction below. If you are unsure, please speak to your line manager or contact the Tessitura team at Wales Millennium Centre by raising a ticket on our helpdesk.

This report will display records that have been identified as duplicates but haven't been picked up by our auto-merge procedure. This is most likely because the names don't match/we only have an initial or because the addresses are slightly mismatched. For more information on how our auto merge procedure works, please read the WIKI page below:

- http://10.0.184.4:82/Tessitura_SOP.Merge-ALL-V12.ashx

- To use this report you must first select a letter you want to view. This will select all records with first names beginning with the letter you have chosen. This just helps to keep the volume of displayed data down.

Once the report has run, you can then see the constituent's that need their records matching so that they will merge using our auto procedure. Please check the following:

- The names on all flagged records are identical - for general housekeeping, please make sure the casing is correct on the name.
- The address fields are identical *****PLEASE USE RAPID ADDRESS TO ENSURE WE KEEP ADDRESSES IN THE CORRECT FORMAT *****

Once all highlighted records match, they will be flagged by our merge procedure as duplicates and merged overnight.

****Our merge procedure has two parts to it. The first procedure identifies records in the database that are potential duplicates and moves them into a table for potential duplicates – this procedure runs **every night** at 03:00am and records that are sitting within this table will not show up on the report. The second procedure does the actual merge of the records into one, this procedure runs **every night** at 04:30am. So as long as you've matched 2 records on the report, they will disappear from the report overnight as they are moved into our 'potential dupes' table.****

You may now move on to the next constituent.

What does the green tick mean?

If you see the green tick in the final column of the report, it means that the constituents record has been updated today, this most likely because someone else is/has been using the report and so this record does not need addressing. It could be that the record has been updated for another reason but it's fine to leave, as tomorrow the green tick will be gone because the update date will be in the past. This is purely here to try and avoid time wasting. If you notice a lot of green ticks we advise that you choose another letter for today as it's likely someone else is working on that letter. The green tick will only appear once you have refreshed the report, or if a user runs the report after you have started using it.

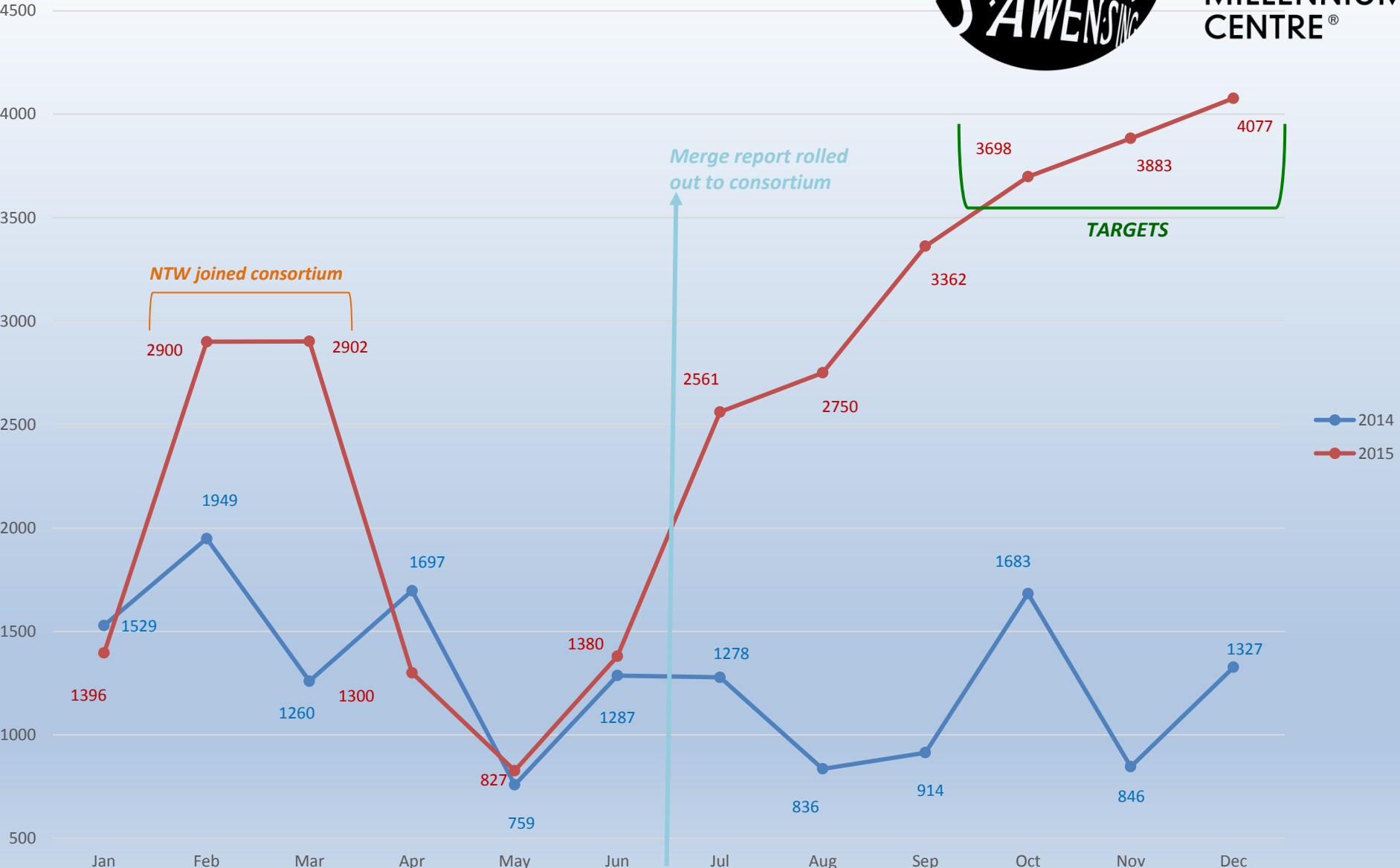
What do I do if the constituent only has an initial and not a complete first name?

If all flagged duplicates only have an initial then please look through the other tabs in Tessitura for evidence of their first name, these can often be found on an e-mail address, or on a transaction where the persons payment name is their first name.

How effective has it been?



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Managing Data Going Forward



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WORKING GROUP

DOCUMENTATION

RECRUIT
MEMBERS

DELIVER
TRAINING

STRICTER
DATA
ENTRY

FORMALISE
PROCEDURES





Constituent: ALL: Adding and Amending Constituents; Consortium Best Practice: V12

Modified on Thu, 16 Jul 2015 10:28 by chloe.shafto
Categorized as Consortium-ALL, Consortium-TKT

(4) » [Main Page \(Tessitura_SOP\)](#) » [Constituent: ALL: Adding a NEW Constituent: V12.1 \(Tessitura_SOP\)](#) » [Constituent: ALL: Adding and Amending Constituents; Consortium Best Practice: V12 \(Tessitura_SOP\)](#)

Adding and Amending Constituents | Consortium Best Practice

This page was created to detail data entry best practices across the Consortium. By following the below procedures this will reduce the number of duplicate records added to Tessitura by phone/mail/front desk.

The main point to remember is: *****Always Update Duplicate Records So They Match:***** By consistently updating records so they match it actively reduces the number of duplicate records on the database.

Take a ready over the Auto Merge Documentation to find out how to make records match: [Merge: ALL: Auto Merge Procedure: V12](#)

For a step by step guide on how to add a new constituent follow this link after reading the below best practice page: [Constituent: ALL: Adding a NEW Constituent: V12.1 WORKING](#)

To navigate to a specific area:


- [Adding an Individual](#)
- [Adding a Household](#)
- [Searching for Constituents](#)
- [Updating a Multi Organisation Constituent](#)
- [Amending Addresses](#)
- [Inactivating Records](#)

Adding an Individual

Always Add A Full First Name:

The auto merge schedule procedure only picks up constituents to merge when the first 3 letters of the first name match, that means, constituents with an initial only will never merge. By ensuring a first name

General				
Names		Contact Details		Plans
Name				
ID	Prefix	First Name	Middle Name	Last Name
1209892	Mrs	Chloe		Shafto



General				
Names		Contact Details		Plans
Name				
ID	Prefix	First Name	Middle Name	Last Name

Where do we go from here?



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Auditing

TASK

- Regular database 1st name audits
 - All records added each month by a physical user that only have an initial.
 - Identify trends in potential users/time of day/location (front counter vs phones).

RESULT

- Highlight potential staff retraining.
- Motivation to ask for full names.
- Increasing likelihood of auto merges.

Enhancing

TASK

- Identify further report criteria for detecting duplicates
 - Identical e-mail addresses, different postal addresses.
 - Same postal addresses, different e-mail address, same last name.
 - Same address and first name but different last name.

RESULT

- Pull through a wider range of duplicates.
- Clean up data on a bigger scale.
- Decrease chances of tickets going to previous addresses.
- Make constituent searching easier!

Basically.....

OUR MERGING OPTIONS ARE ENDLESS!

Questions!

Anna Coles

SQL Support Analyst

anna.coles@wmc.org.uk

02920636372

Sophie Anthony

Contact Centre Coordinator

sophie.anthony@wmc.org.uk

02920634647

Southbank Centre

A nighttime photograph of the Southbank Centre building in London. The building is a large, modern structure with a curved roof and is brightly lit from within, with its lights reflecting on the water of the River Thames in the foreground. The building is decorated with numerous lights, including a large, illuminated Christmas tree on the left side. The scene is festive and celebratory, with a dark sky and the warm glow of the city lights.

**Tessitura's
Box Office Business
Continuity Management**

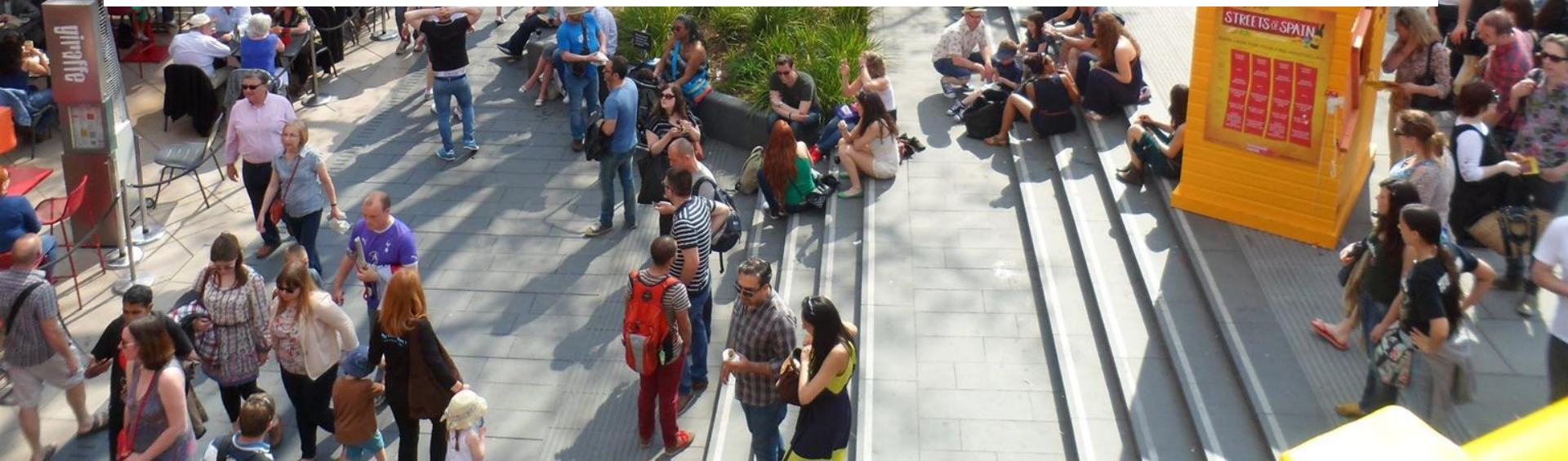


Southbank Centre 2014/15

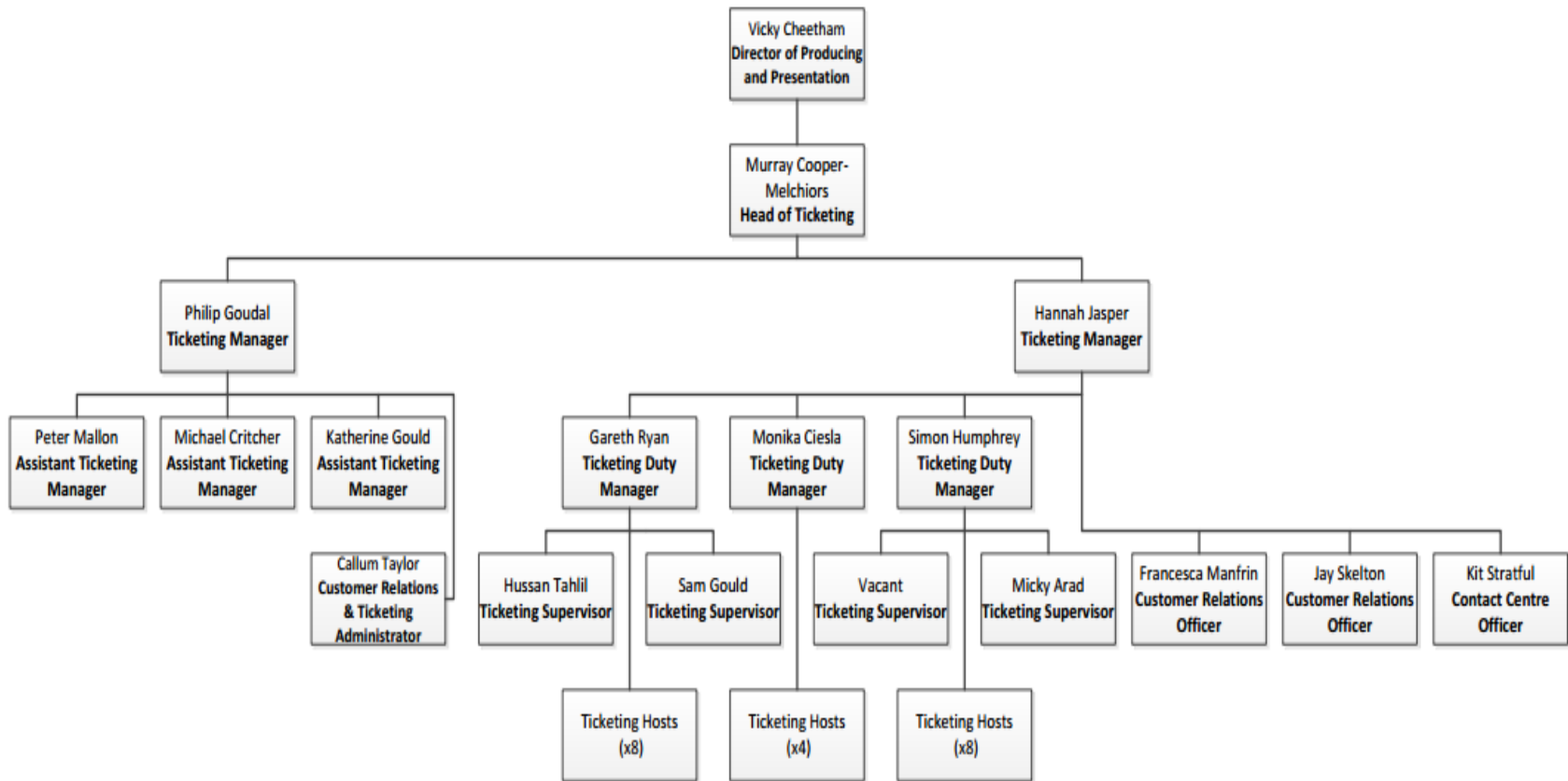
28 million Visits

12 Festivals

4,500 events



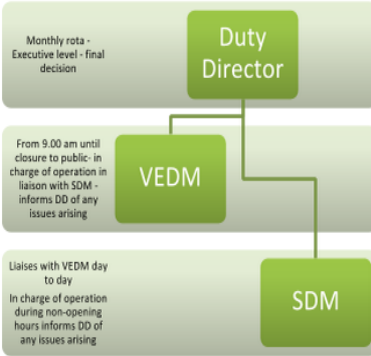
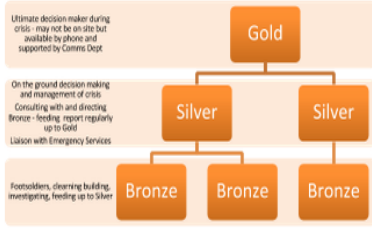
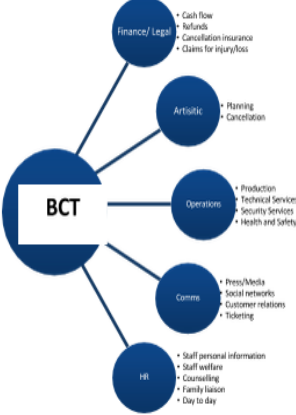
Southbank Centre Ticketing Team



What is a Business Continuity Plan (or BCP)?

BCP is the preparation and testing of measures that protect business operations and also provide the means for the recovery of technologies in the event of any loss, damage or failure of facilities

What is a Business Continuity Plan (or BCP)?

Operational Mode	Crisis Management Stage Major Incident	Business Continuity Management Stage
Day to day operations – day and night	Event causing business interruption – change in responsibilities to Gold, Silver, Bronze	Assess injury/ill health (to staff, public etc), damage (reputation, building, systems)
 <p>Monthly rota - Executive level - Final decision</p> <p>Duty Director</p> <p>From 9.00 am until closure to public in charge of operation in liaison with SDM - informs DD of any issues arising</p> <p>VEDM</p> <p>Liaises with VEDM day to day</p> <p>In charge of operation during non-opening hours informs DD of any issues arising</p> <p>SDM</p>	 <p>Ultimate decision maker during crisis - may not be on site but available by phone and supported by Comms Dept</p> <p>Gold</p> <p>On the ground decision making and management of crisis</p> <p>Consulting with and directing Bronze - feeding report regularly up to Gold</p> <p>Liaison with Emergency Services</p> <p>Silver</p> <p>Silver</p> <p>Footholders, cleaning building, investigating, feeding up to Silver</p> <p>Bronze</p> <p>Bronze</p> <p>Bronze</p>	 <p>BCT</p> <ul style="list-style-type: none"> Finance/ Legal <ul style="list-style-type: none"> Cash flow Refunds Cancellation insurance Claims for injury/loss Artistic <ul style="list-style-type: none"> Planning Cancellation Operations <ul style="list-style-type: none"> Production Technical Services Security Services Health and Safety Comms <ul style="list-style-type: none"> Press/Media Social networks Customer relations Ticketing HR <ul style="list-style-type: none"> Staff personal information Staff welfare Counselling Family liaison Day to day
Crisis occurs – move to Stage 2	Initial crisis is over start to move to Business Continuity Management Stage	Back to full operation
<p>Procedures for minor emergencies</p> <p>Operating Statements</p> <p>Standard Operating Procedures</p> <p>Daily Briefings</p> <p>Duty Manager Reports</p> <p>Accident and incident records</p>	<p>Risk Register</p> <p>Crisis Management Plans</p> <p>Emergency Evacuation Plans</p> <p>Major incident department checklists with actions recorded by Gold/Silver/Bronzes during crisis</p> <p>Escalation flow chart</p>	<p>Business Continuity Plan – overarching plan</p> <p>Business Continuity Plans – Departmental</p> <p>BCP Document Templates</p> <p>Departmental Call Tree</p> <p>Organisational Chart for BCM</p> <p>Organisational Charts</p>

What does Southbank Centre do now?

- Email seating books

Southbank Centre Page 1 of 10

Performance Seating Book

Parameters
Season: SBC Season 15/16
Performance: Aug 28 2015 7:30PM 150628Q7P
Section(s): (All)
Include General Public seats?: Yes
List: (None)
List Filter Acts Upon: (None)

ID	Name	Order No	Section	Seat	Status	Category
(0 (General Public)	18702140	Front Stalls	E-23	Ticketed, Paid	Standard
			Front Stalls	E-24	Ticketed, Paid	Standard
			Front Stalls	E-27	Ticketed, Paid	Standard
			Front Stalls	E-28	Ticketed, Paid	Standard
			Front Stalls	G-25	Ticketed, Paid	Standard
			Front Stalls	G-26	Ticketed, Paid	Standard
			Front Stalls	H-20	Ticketed, Paid	Standard
			Front Stalls	M-28	Ticketed, Paid	Standard
			Rear Stalls	OO-2	Ticketed, Paid	Standard
			Rear Stalls	PP-3	Ticketed, Paid	Standard
			Rear Stalls	PP-34	Ticketed, Paid	Standard
			Rear Stalls	PP-35	Ticketed, Paid	Standard
			Rear Stalls	PP-36	Ticketed, Paid	Standard
			Rear Stalls	PP-4	Ticketed, Paid	Standard
			Rear Stalls	PP-5	Ticketed, Paid	Standard
			Rear Stalls	PP-6	Ticketed, Paid	Standard
			Wheelchair	- WW-4	Ticketed, Paid	Discount
			QEHL Front			
			Wheelchair	- WW-5	Ticketed, Paid	Discount

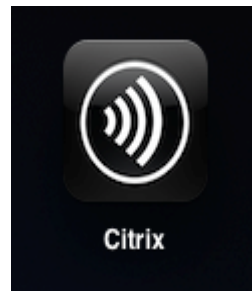
What does Southbank Centre do now?

- Email seating books
- Access emails externally using Gmail



What does Southbank Centre do now?

- Email seating books
- Access emails externally using Gmail
- Remote Citrix login to access Tessitura externally



What does Southbank Centre do now?

- Email seating books
- Access emails externally using Gmail
- Remote Citrix login to access Tessitura externally
- Specific phone line for staff

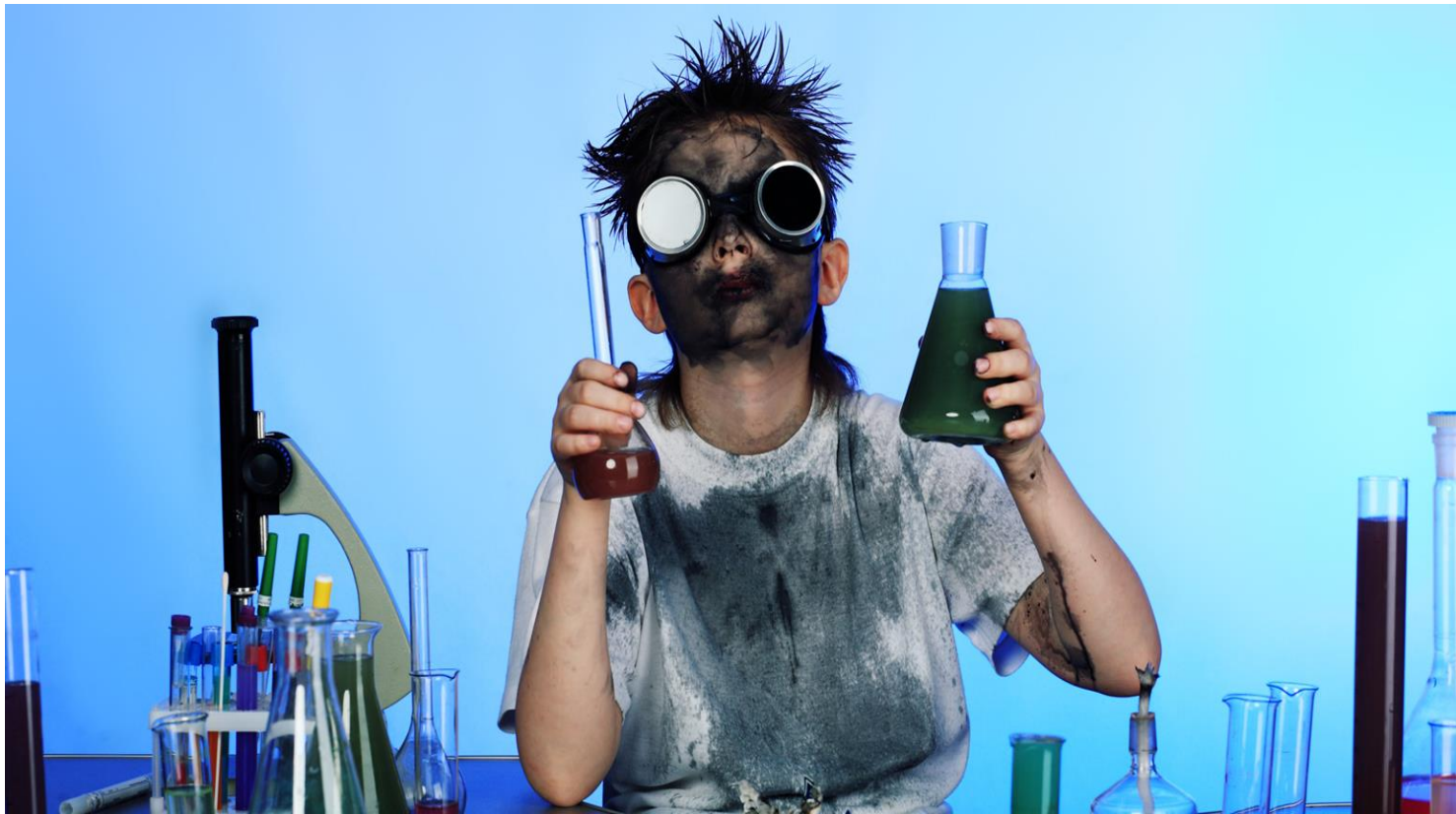


What does Southbank Centre do now?

- Email seating books
- Access emails externally using Gmail
- Remote Citrix login to access Tessitura externally
- Specific phone line for staff
- List manager/Wordfly to email customers
- Social media producer



Work in Progress



Work in Progress

- Replicating the Tessitura servers to a cloud hosting platform, something like Amazon's AWS, Microsoft Azure, or Google's Cloud Platform.
- Emailing seating plans
- Working more closely with Tessitura
- Developing a phone system that can link with Tessitura (Elite)

Southbank Centre

Hannah Jasper

Ticketing Operations Manager

hannah.jasper@southbankcentre.co.uk



**National
Theatre**

Business Continuity Planning

6th November 2015

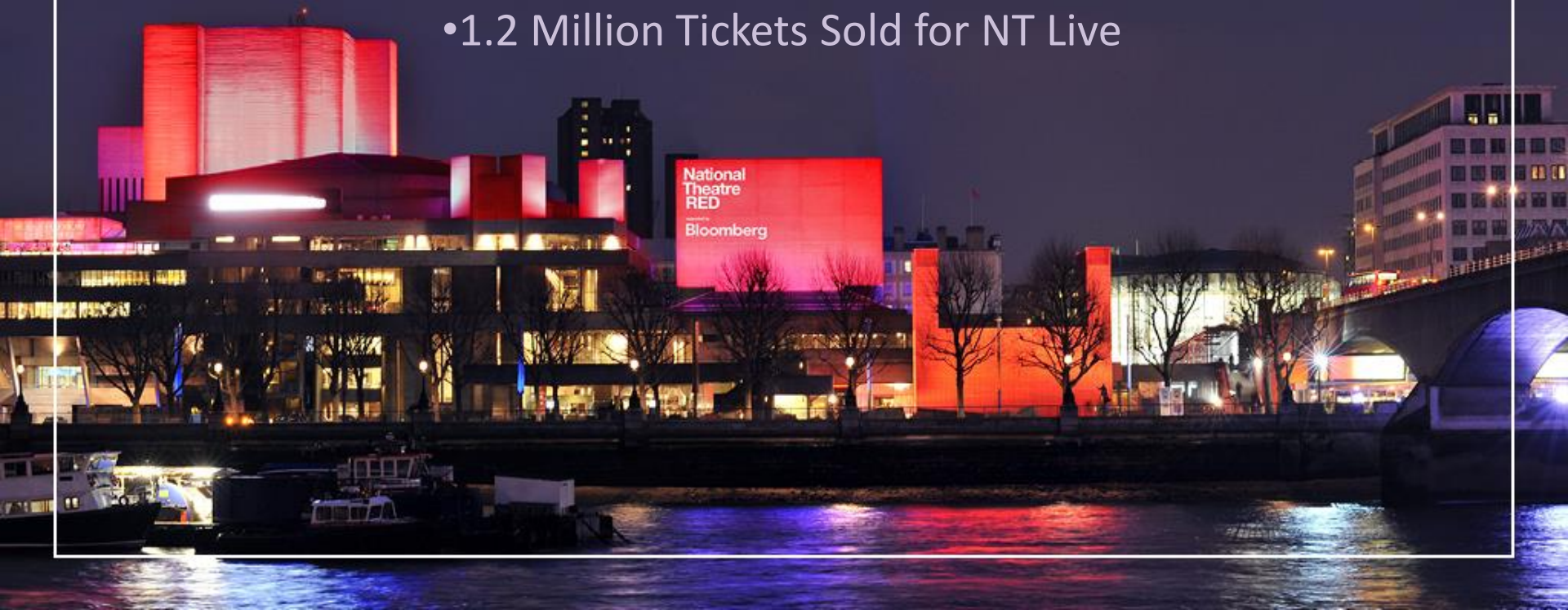
James Broderick
Box Office & CRM Systems Manager



National Theatre

Financial Year 14/15

- 4 Auditoria / 2300 People Per Night
- 24 Productions
- 987 Performances
- 700,000 Tickets / 90% Capacity
- 710,000 Tickets Sold In The West End
- 720,000 Tickets Sold for UK Touring Shows
- 775,000 Tickets Sold for International Touring Events
- 1.2 Million Tickets Sold for NT Live



BCP - What we do

- *Seating Book* Report - Tessitura
- *House Map* Report - Tessitura
- Staff Telephone Tree
- Outward Communication
- Outsourcing Telephone Operations



BCP Measure – Daily Reports Performance Seating Book Report

National Theatre

Performance Seating Book

Date: 29/09/2015 08:36 AM

Page: 1 of 8

jbroderi

Mode: By Season(s)

Season(s): Olivier 1415, Olivier 1516

Production(s): (All)

Perf St Date: 2015-09-29

Perf End Date: 2015-09-29

Performance: (None)

Order St Date:

Order End Date:

Unpays: Include Unpays

List: (None)

General Public: Include Gen Pub

Our Country's Good

OUR150929E

Tue 29 Sep 2015 07:30pm

Cust No	Customer Name	Phone No	Order No	Seat #	Location	Status
0	(General Public)		15982502	1	Olivier Stalls:L:31	Ticketed
				4	Olivier Stalls:H:33-36	Ticketed
				2	Olivier Circle:C:59/60	Ticketed
				1	Olivier Circle:C:54	Ticketed
				1	Olivier Stalls:D:22	Reserved Unp:
				5	Olivier Circle:E:22-26	Reserved Paid
				1	Olivier Stalls:D:5	Ticketed
				1	Olivier Stalls:B:14	Reserved Paid
				3	Olivier Stalls:C:22-24	Reserved Paid
				4	Olivier Stalls:H:18-21	Ticketed

Seating Book Small - Parameters



View parameters for RNT Seating Book Small

Report Mode (Required)	By Season(s)	OK
Season(s) (Optional)	(2 values selected)	Cancel
Production(s) (Disabled)		Next
Perf Start Date (Optional)	RunDate	Previous
Perf End Date (Optional)	RunDate	Clear
Perf Season (Disabled)	(None)	Report Help
Performance (Disabled)	(None)	
Order Start Date (Optional)		
Order End Date (Optional)		
Mode (Required)	Include Unpaid	
List (Optional)	(None)	
Include General Public (Required)	Include Gen Pub	

Schedule Report

Follow the steps below to define the schedule:

Step 1: Name and secure the Schedule:
DR Olivier Seating Book PM National Theatre

Step 2: Schedule Type: Which type of schedule would you like to set up?
 One time Hourly Daily Weekly
 Monthly by day of week Monthly by date
Examples: Every day at 4:00 PM, effective 10/05/1999 through 12/10/2003.
Every 2 days at 9:00 AM, effective 10/02/2003.

Step 3: Frequency: How often would you like the report to be run?
Every: 1 day(s) at: 05:00 PM

Step 4: Effective Period: When would you like the schedule to be effective?
Effective: 24/07/2014 through: 23/08/2099

Step 5: Verify: Push the Test button to verify the schedule.
Schedule:
First Run:

Output Option: Email-PDF

Email
Test

Seating Book Small - Schedule



House Map Report

House Map Report

jbroderi 27/09/2015 11:56 PM
Page 1 of 4

— Parameters —

Season: Olivier 1516
Perf Dates: 2015-09-28 - 2015-09-29

Show Upgrades: No
Show Holds: Yes

Seat Map for Performance: OUR150928E Our Country's Good Mon 28/09/2015 7:30 PM

OLIVIER STALLS

```

RWUWU* *****+ +R      R+ *****+R
PwwwTTTTTTTTTT**+P      P+**+++++++P
O****AAAAAAAAA**+O      O+++*ssssssss++++O
M*****+*          M+*****+M      M+++++++GGGGGGGM      **+++++++M
L*****          L+++++++L      L+++++*+++++++L      **AAAAAAL
K+++++++*          K+*****+K      K+++++++K      **TTTTTTTK
J+++++++*          J+*****+J      Jqqqq+*****+J      **+++++++J
H+++++++          H+++++++H      H+++++++h+h+h++H      **+++++*H
G*****+          G+++++++MMMMG      Gh+++++++G      +*+++++G
F+*****          F+++++++F      F+*****+F      ++++vv++F
E+++++++          E+++++h+++++E      E+++++++E      +++++*E
D+*****          D+++++++D      D+++++++D      ++++++D
UU      CXXXX      C+++++++C      XXXXC      UU
UU      BXXXX      B+++++++B      XXXXB      UU
          UU      A+++++++A      UU
    
```

House Map Report - Parameters

View parameters for House Map Print

Season	(Required)	<input type="text" value="Olivier 1516"/>	<input type="button" value="OK"/>
Mode	(Required)	<input type="text" value="Date"/>	<input type="button" value="Cancel"/>
Performance Start Date	(Required)	<input type="text" value="DayRunDate +1"/>	<input type="button" value="Next"/>
Performance End Date	(Required)	<input type="text" value="DayRunDate +2"/>	<input type="button" value="Previous"/>
Perf code	(Disabled)	<input type="text"/>	<input type="button" value="Clear"/>
Pkg code	(Disabled)	<input type="text"/>	<input type="button" value="Report Help"/>
Display Upgrades?	(Required)	<input type="text" value="No"/>	
Show Hold Codes	(Required)	<input type="text" value="Yes"/>	

House Map & Seating Book Reports sent daily (Automated):

- Internal management Email address and External (gmail) email address in the event of multiple internal systems failure.

Seating Book Report to FOH & Box Office:

- Enables all Operational teams to check which customers have booked tickets, but are unable to have their tickets printed at the Box Office using the colour coding.
- Highlights **Printed**, **Paid** and **Reserved (Unpaid)**.
- Staff prior to the show/s can use the phone number logged to contact customers.
- Those without an email address can be prioritised for telecommunications.

House Map Report to FOH & Box office:

- Visually able to see where they have available seats (*), seats that are sold (+) and any holds put in place which may be for the company or highlight allocations.
- Box Office can see how many seats may be available for sale on the day

Considerations

- **How regularly you run reports**

The more frequently, the more up to date your data is.
Ensure all users are working from the same version.

- **Capacity, Resources & Location**

How useful and how you approach the situation should and will depend on how many people are entering your building. Are they entering from multiple places? If so, whereabouts from? Staff Available?

- **Who you entrust with the information**

The seating book holds personal data and so to be as PCI compliant as is manageable. It is worth considering what, who and where this data is made available.

- **Social Media Accounts:** Update (Facebook /Twitter)
- **Website:** Space made available on the home page for bespoke text for relevant information/instructions.
- **Email:** All customers attending on the day of the performance with information and relevant instructions.
- **Telephone Messaging:** To advise customers looking to book tickets or to give further information with clear direction when calling us.
- **Outbound Telecommunications:** Customers attending that day.

Outsource Telephone Operations Find a Support Partner!

National Theatre, London

- NT Studios: Capacity to house a reduced Box Office Telephone Operation. Continue our Telesales Operation and a service is maintained whilst issues are resolved.
- Southbank Centre (next door), where there is a plan to make an agreement, that should any disruption look to affect us for a sustained period they could handle calls on behalf of the National Theatre.

Curve, Leicester

- Leicester Creative Business (LCB Depot):
A Leicestershire based set of offices opposite the venue.
- Highcross Shopping Centre Kiosk:
Remote Secure Internet line and landline phone installed.
Enabled an extra service during busy periods, as well as a place for call redirection in the event of phone system failure.
Remote link to Tessitura to continue a reduced booking service and able to access internal emails outside of the venue.
- Visit Leicester (Leicester City Council):
Sell through the API and able to sell tickets for all Curve shows.

**National
Theatre**

Thank you

James Broderick

Box Office & CRM Systems Manager

jbroderick@nationaltheatre.org.uk

**Upper Ground,
London
SE1 9PX**



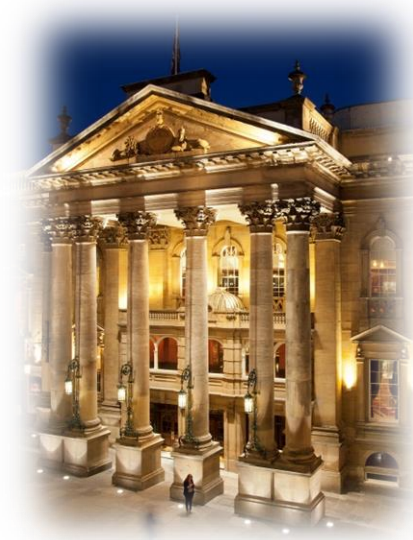
Keeping the Box Office Team Motivated

Aynsley Young, Box Office Manager

ainsley.young@theatreroyal.co.uk

Who we are...

- 178 Years Old.
- Independent Charitable Trust.
- Receiving House.
- 2014/15 we welcomed an audience of 405,681 to our main stage productions which represents an average attendance of 80%.
- Tessitura users since 2009.
- Box Office made up of a team of 23, including 3 part time Deputies, permanent and casual Box Office Assistants.



Box Office Bonus Scheme

How it used to be

- **Individual Targets**

Pitfalls

1. Someone on minimal contracted hours could achieve this easily.
2. Shift patterns were not taken into account.
3. Our casual staff were not entitled to bonus.

- **Team Target**

Pitfalls

1. Allowed some team members to rest on laurels.
2. Wasn't individually challenging.

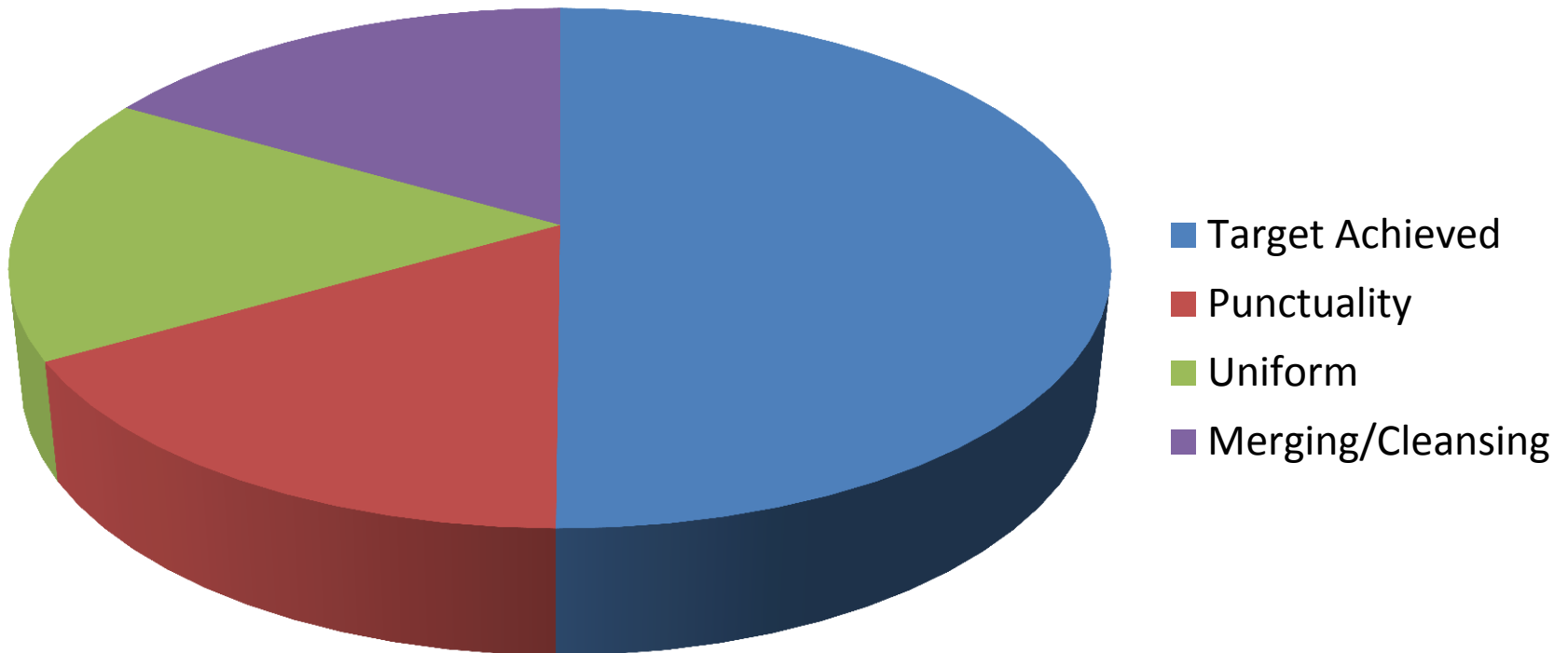
- Box Office Year is divided into four seasons – spring, summer, autumn, panto.
- Half the bonus amount will be paid out if;
 1. The overall target is achieved.
 2. The Box Office Maintain a call handling and service handling percentage of 90%.
 3. ‘Individual sales’ are hit. (Monitored on custom report on Tessitura.)
- The other half of the bonus amount is divided into 3 KPI’s;

KPI's

1. Punctuality.
2. Uniform.
3. Merging and Data Cleansing.
 - Lateness - two occurrences is the maximum allowed before 1/3 of bonus is deducted
 - Uniform – two occurrences of no/wrong uniform is the maximum allowed before 1/3 is deducted
 - Merging and data cleansing must be done on every shift or 1/3 of the bonus is deducted.

How the target is divided

Box Office bonus is only paid if target is achieved



Target Board

- Updated weekly.
- Has a relevant design to the season.
- Takes pride of place on the phone room wall so team can see what they need to work towards. Although very basic has a great effect on moral.

OVER
£3,420,431

110%



The results...

- Driven team who understand their targets and what is expected on a day to day basis.
- Introduction of dynamic pricing made achieving financial aspect of target easier; so KPI's keep team motivated.
- Response – 100% positive.

Sales Person of the Year

- Occurs annually during the dark period.
- Recognises stand out person based on;
 - Individual sales and incentives.
 - Positive feedback – customers and staff.
 - Merging and data cleansing.
 - Proactively going the extra mile.
- Whole team go out for a meal to celebrate the winner.
- Winner gets a prize and name on sales person shield.

Some of the winners...



Box Office Season Briefings

- Attended by the Chief Executive and Director of Marketing and Sales. Also a representative from Learning and Development attend.
- Email sent to team to discuss any agenda ideas around four weeks prior to meeting.
- Opportunity for the team to raise any concerns, feedback on changes in policy and gain background information on forthcoming productions.
- Theatre recognises that the Box Office team have first hand experience of customer trends and of what works/does not work.

The results of Box Office Briefings

- An informed team able to offer the best customer service to our audience.
- A team who feel valued.
- Some of the most constructive changes in policy and procedure have emerged from these briefings.

In conclusion....

The most important points for our team with regards to motivation are;

- To have structure.
- To feel valued.
- To be informed.

Thank You

Aynsley Young

Box Office Manager

Newcastle Theatre Royal

Email: ainsley.young@theatreroyal.co.uk



Built in 1928

Mayflower
Theatre

3 levels Stalls Circle and Balcony

Christine Ward
Ticket Sales Manager
Christine.ward@mayflower.org.uk

Mayflower
Theatre



Excellent Customer Service

- Knowledge is Power
- Informed Staff
- Communication
- Involved in the business planning
- Lets have fun!!

Where to start

- Business Planning Workshop
- Team Away Day
- Brochure Briefing
- Fish
- Phone Monitoring
- Tom's Training Sessions

Business Plan Sessions

- Seven Workshops
- Staff encouraged to attend at least 2 workshops
- Information gathered
- Business plan written and includes any viable business ideas included
- Business Plan issued company wide in March

Team Away Day

 **Marwell
Wildlife**

Book your
Marwell
experience
today!

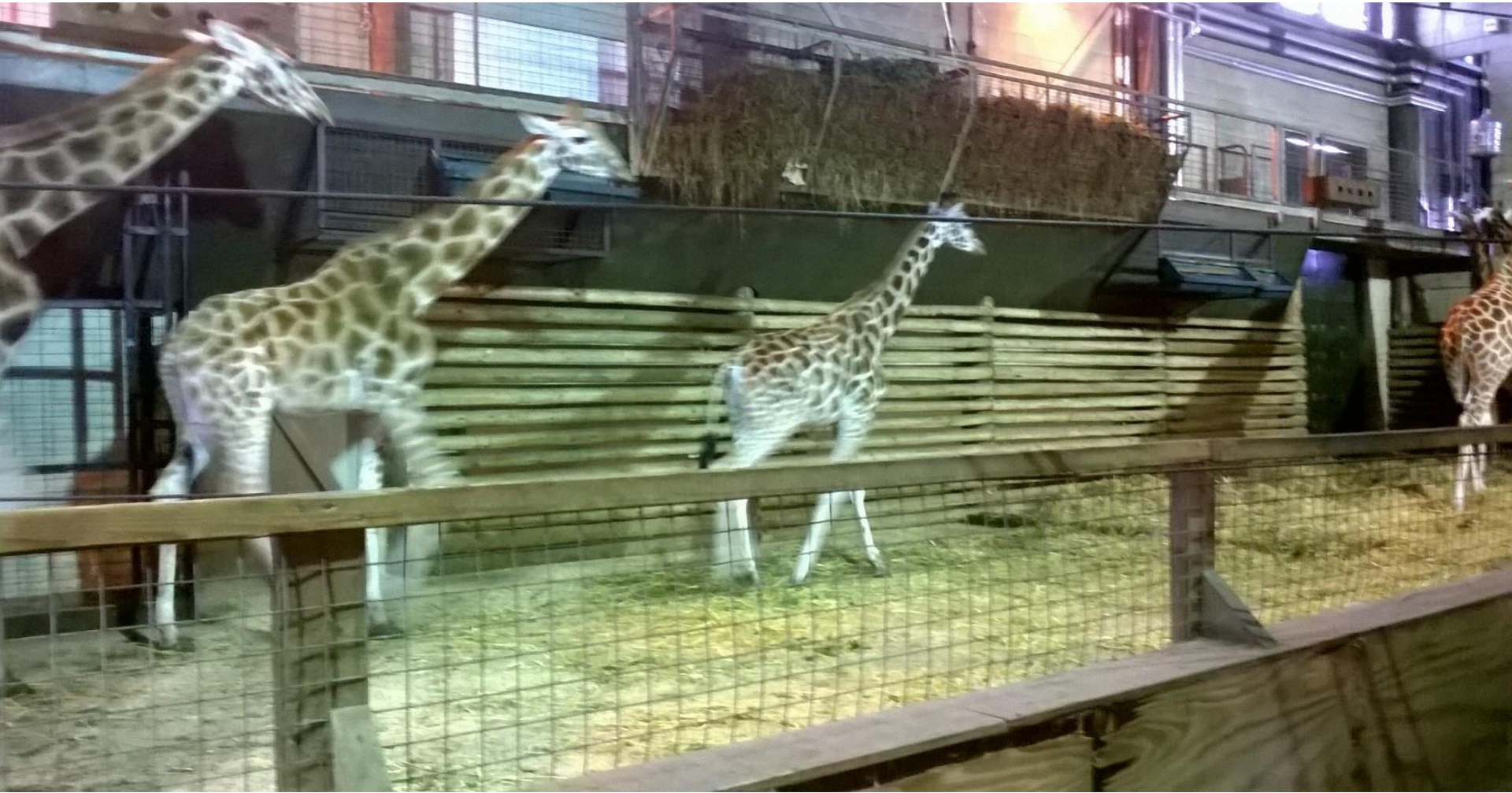
Simply call
01962 777988

marwell.org.uk
Reg. charity no. 275433

The advertisement features a group of seven meerkats standing on a sandy mound. Two of the meerkats have circular cutouts for their heads, which have been replaced with the faces of two smiling men. The background is a plain, light-colored wall. In the foreground, a person in a dark jacket and blue jeans is seen from the back, looking at the advertisement. The scene is outdoors, with trees and a paved area visible in the background.

Team Away Day



Team Away Day

- Some hard work!
 - Strategy
 - How are we progressing with the business plan?
 - Health and Safety
 - Finance update
 - Marketing Campaigns and strategy

Team Away Day



Fish

- To explain the Fish philosophy it would simply be –

We choose our attitude in our work to ensure we are being present talking to customers both internal and external. Enjoying ourselves at work is paramount and bringing an element of play can lead to making someone's day

Fish Day



Tom's Training Workshop

We keep Tom and the training room free each Thursday afternoon for any updated training that may be needed or if staff just want to brush up on anything.



Phone Monitoring

- To ensure we maintain high customer service we phone monitor our staff



Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

QUESTIONS?

- Please tell us who you are and where you are from.....

Jessitura



**EUROPEAN
CONFERENCE 2015**

**5 & 6 NOVEMBER
NOTTINGHAM**

WHAT'S NEXT?

🕒 BREAK 3.05PM - 3.20PM

You will find refreshments in or near all conference rooms. We suggest that you make your way to your next session location and find a drink when you arrive.

🕒 NEXT SESSION : 3.20PM – 4.20PM