# Ticketing

Comprehensive Ticketing Solution

An affordable, flexible way to sell and manage tickets for all kinds of venues, attractions and events.

Evening Ticket
Type: 1 Adult

Order Number	456829
Purchase Date	15-06-2022
Valid From	20-03-2023
Valid To	21-03-2023
Time	23:00 to 01:00
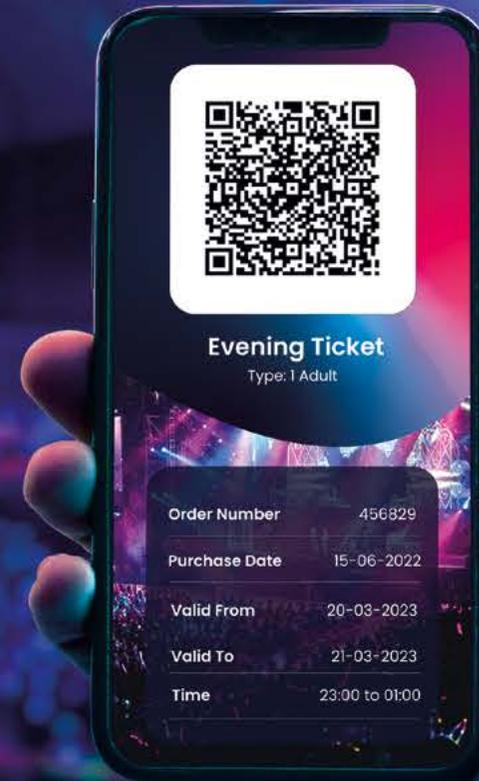
www.

GET IT ON Google Play

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Gain *full control* with Ticketing.
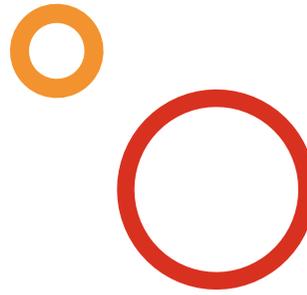
ICRTouch's latest software add-on, Ticketing, provides a reliable, flexible solution to many operations. Saving time and money for the attraction, venue and event industries, the system can also be implemented within non-event businesses such as car parking, services and many more!

The intuitive functionality allows for unlimited ticket types to be created, whether you're running a single event site with standard entry tickets or a large multi-site attraction with season passes and membership options. Services and retail businesses can utilise the system to sell pre-booked appointments and session slots, giving a streamlined customer journey. This flexibility means you can develop ticket tariffs as complex as you require; from variable date or time tariffs and the ability to set member-only prices to discounts on multiple ticket sales and bespoke purchasing journey fields.

The Ticketing solution can be seamlessly integrated with your existing TouchTakeaway, ByTable, TouchPoint and SelfService software, making it both easily recognisable and intuitive for your customers.
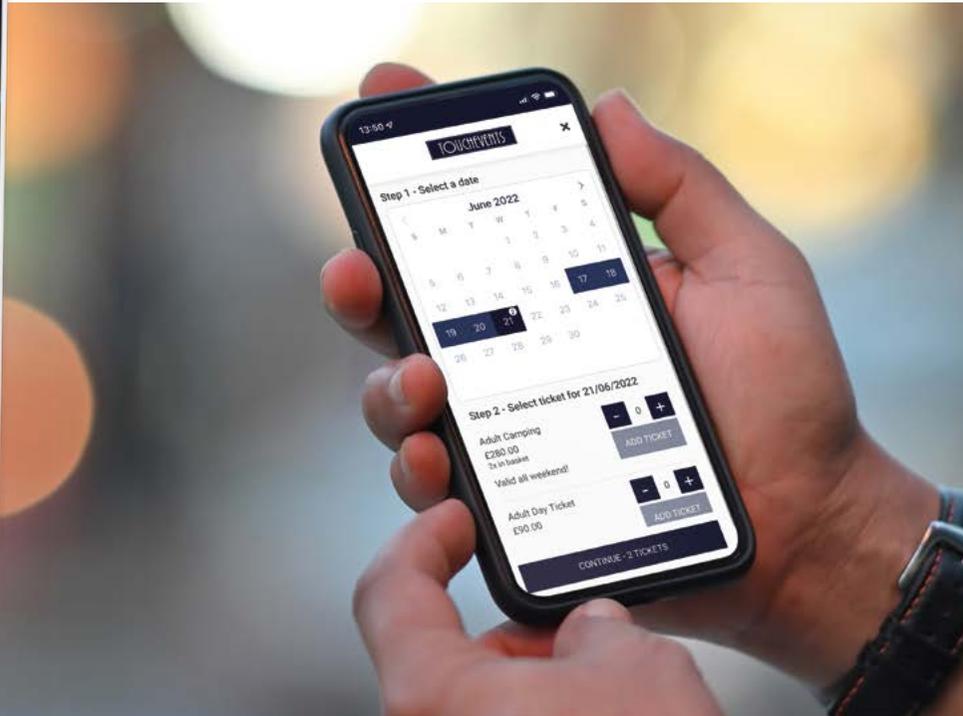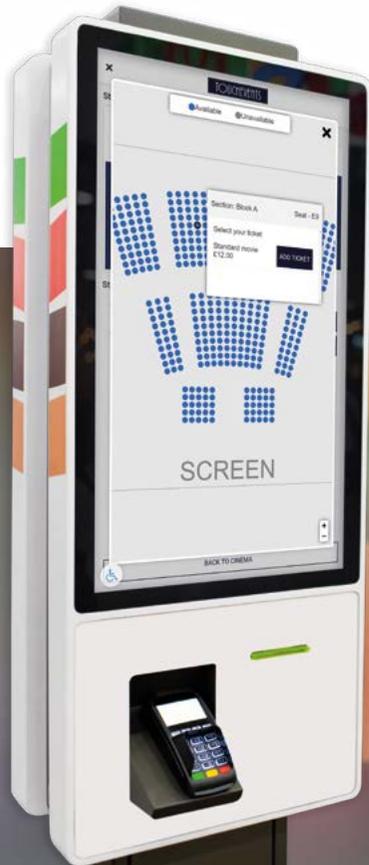
Custom seat plan *creator.*

For seated venues such as theatres and stadiums, a fully customisable seating plan creator is included with Ticketing to further enhance the comprehensive solution.

This enables users to create, from scratch, bespoke seating areas, locations and arrangements.

Additional functionality allows for the inclusion of variable seat types, adjustment of the seat numbering system and additional landmarks such as emergency exits, hospitality outlets and stage identification to improve guest experience.

Providing unrivalled flexibility, this Ticketing add-on software will give you complete control for all your upcoming seated events.
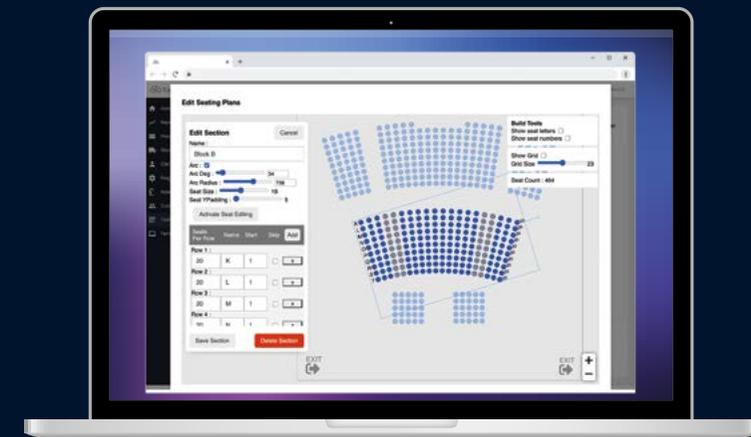
Unlimited Ticket Types.

Running multiple events and multi-site operations at the same time is made simple with flexible ticket structures and unlimited ticket types.

Multi-Channel Sales.

Ticketing is compatible with sales across TouchPoint tills, TouchTakeaway webshops, ByTable apps and even via SelfService kiosks.

Streamline Upgrades.

Define upgrade paths from one ticket type to another, giving flexibility for customers to upgrade entry tickets to season passes, VIP packages and more.

Customisable Ticket Designs.

Stay true to your brand by setting custom ticket designs. From entry to events and attractions to car parking, your digital and physical tickets will be instantly recognisable.

Versatile Implementation.

Not just an intelligent solution for attractions, events and venues, Ticketing's versatility makes it ideal for pub events, car parking and so much more - anything that requires a saleable ticket!

Secure Audit Trail.

All ticket and sales data is stored securely in TouchOffice Web+, giving you peace of mind and access to historical insights for tracking and comparing performance.

Cloud-Based Management.

Full integration with TouchOffice Web+ gives you access to cloud-based live reporting, programming and management; anytime, anywhere.

Intelligent Reporting.

Keep quick track of ticket sales and plan resources ahead with the dedicated Ticketing calendar view; giving you sight of sales per event, day, month, or year.

Fraud Management.

Each ticket QR code is encrypted and can never be regenerated; meaning if a ticket is lost or stolen, it can easily be deactivated to avoid fraudulent re-sale or attempted redemption.

Flexible Ticket Criteria.

Set capacities, scan limitations and additional rules by various metrics. From ticket and customer types to events, dates, times, sessions and more.

Membership Capability.

Configure data requests during the purchase journey such as season passes to include custom fields; from date of birth to height and even images for easy identification.

Date Variable Pricing.

Define variable ticket types and prices per date, event or even timed session, giving flexibility during popular, high-footfall periods.

# Streamline operations with the Entry Scanner app

To further help you improve the efficiency of your operations, we've released Entry Scanner, a companion app designed specifically to be used alongside the Ticketing solution.

This app can be downloaded from the Google Play Store or Apple App Store, giving you the flexibility to scan in and validate tickets from absolutely anywhere. The app scans tickets and allows users to access customer verification details in the palm of your hand, ideal for entrances to venues and events where it's not practical to have a static till terminal.

- Easily scan and validate tickets in or out.
- Scan QR codes via your mobile device's camera.
- Access tickets via the in-built search function.
- View ticket validity details in seconds.
- Track customer verification details (eg. full name & photo ID).
- Operate the app in light or dark mode.
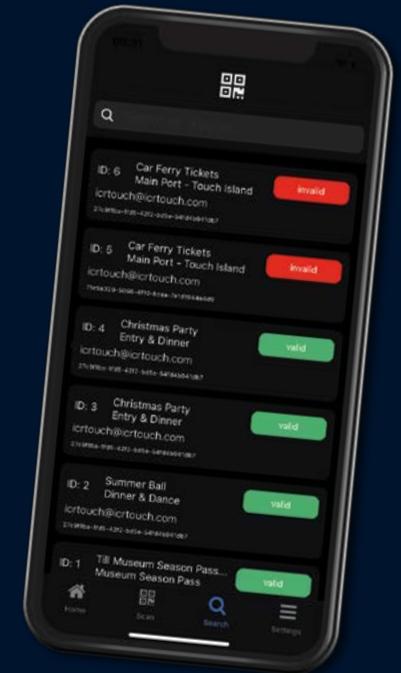
Case Study - Vectis Ventures
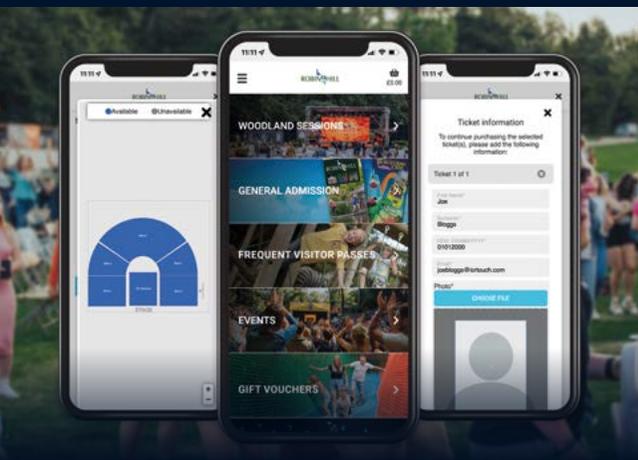
Owners of two of the Isle of Wight's biggest tourist attractions; Robin Hill and Blackgang Chine, Vectis Ventures see significant visitor footfall throughout the year. Already utilising a range of ICRTouch software including TouchPoint, TouchOffice Web, CollectionPoint and TouchMenu, the business wanted to unify the management of their tickets after outgrowing a previous system.

"Streamlining the customer purchasing journey was one of our main goals when onboarding the new Ticketing solution. It has been incredibly successful, allowing us to pull together the management of complex ticket structures alongside our existing EPoS solutions, giving full access and control across the whole suite of products." James Crofts, Robin Hill Park Manager

Implementation of Ticketing at the two attractions now handles all on-going sales including standard park tickets, season passes, event-specific tickets utilising the seat plan creator functionality, customer accounts via the ByTable platform and varied tariffs based on annual calendars and advanced purchasing.

Read the full case study at icrtouch.com

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