

PALAU DE LA MÚSICA CATALANA



SECUTIX DIGITAL SOLUTIONS HELP THE PALAU DE LA MÚSICA CATALANA TO OFFER AN IMPROVED ENHANCED TICKETING EXPERIENCE.

AT A GLANCE

Challenges

- The complexity of the management of all the different publics of the Palau required a solution capable of responding to all these scenarios and each of their needs.
- The Palau operated with software developed by its own IT team. This system was very useful, but with the digital explosion it became obsolete.
- They needed the help of a specialist ticketing partner to help them make the transition to a more professional digital ticketing management model.

Solutions

SECUTIX technology opens up a whole range of possibilities to maximise revenue and simplify multi-channel and multi-product sales. It also enables optimal control of visitor access to any part of the venue, regulating attendance flow and analysing visits through integrated reporting. Finally, it supports data-driven decision making, leveraging audience information, digitising experiences and driving business growth.



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The **Palau de la Música Catalana** is one of the most important concert halls in the world.

It was inaugurated in 1908 and is a **unique example of a UNESCO World Heritage Site** in its category of active concert hall. It is not only a hall of reference for its undisputed architectural and historical importance, but also for its musical life.

A meeting place for Barcelona's cultural life, a musical temple for the most important orchestras on the international scene and a legendary venue for musicians of all genres. The Fundació Orfeo Català-Palau de la Música Catalana, a private entity that earns its income from its own activity, holds concerts and architectural tours. An incessant cultural offer every day of the year. A living historical space that offers unique artistic experiences

CHALLENGES

The impact and scope of the Palau is global. Its project is based on local scope and the promotion and signification of Catalan culture, with the universal and borderless spirit of music. A positioning that is evident in the diversity of audiences it receives as a first-rate modernist monument and as a highlight of the tours of orchestras and recitals by the world's most important musicians.

The complexity of the management of all its audiences required solutions capable of responding to all these scenarios and the needs of each one of them.

A tool capable of bringing together and monitoring large amounts of data, flexible to foresee different channels and conditioning factors in sales to different audiences, a solution that makes it possible to enhance and optimise dissemination campaigns, etc.

The appearance of SECUTIX represented a revolution in the way it managed its audiences, both external and internal.

THE BENEFITS

The main goal of choosing SECUTIX as their new ticketing provider was to urgently migrate to the digital world. In order to boost online sales, a solution was needed that could cover key aspects such as customer registration numbers, easy marketing of the business model and activities with other suppliers, online promotions, traceability of digital campaigns, security and integrity of data and operations, etc. All of these things that are taken for granted today were not possible with a traditional ticketing tool.



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A PLATFORM TO KEEP EVERYTHING UNDER CONTROL

The SECUTIX implementation project was driven by the Audiences department of the Palau de la Música Catalana and, from the outset, the IT and Accounting department was also involved for more legal and accounting operational issues.

These areas made a strategic and formative immersion in the platform with the aim of being as autonomous as possible and having the necessary knowledge of the system to have all the management under control and to anticipate possible challenges.

SECUTIX S-360: FROM TICKET SALES TO MARKETING ACTIONS

The ticketing and season ticket solution used by the Palau de la Música Catalana is SECUTIX S-360, an open, cloud-based platform that combines a wide range of functions, from ticket sales to marketing actions.

Furthermore, thanks to SECUTIX's CRM and BI modules, which are fully integrated into the platform, the Palau de la Música can get to know its audience better and segment them according to their tastes and preferences, thus facilitating a more direct and closer interaction with them.

This is in turn complemented by automated campaigns to offer the audience personalised experiences and inform them about events of interest.

THE RESULT

Thanks to the SECUTIX S-360 solution, the Palau de la Música Catalana has been able to register, sort and categorise all its audiences.

It now has the possibility of naming and knowing the habits of, until now, an anonymous client and being able to offer them a more personalised offer, adapted to their tastes, include them in memberships with special automated conditions, etc.

The SECUTIX S-360 solution has helped the Palau to optimise management within a dynamic internal and external ecosystem of different stakeholders (end customers, groups, subscribers, sales channels, PR customers, etc.).

KNOWLEDGE OF THE NEEDS OF THE PALAU DE LA MÚSICA CATALANA AND ITS DIFFERENT AUDIENCES

SECUTIX has perfectly matched the needs of the Palau de la Música Catalana as it has been able to perform highly flexible event management, process large volumes of important data and record trends.

In addition, the solution fulfils two main objectives: a quantitative one, to maximise ticket sales and subscriptions; and a qualitative one, to learn more about the Palau's audiences.



"With SECUTIX we were able to register, sort and segment our audience. Without an integration of the ticketing system with the CRM, each concert is a blank sheet of paper from which you start without any prior information. The marketing effort to make up for this problem is enormous and blind.

Now we can not only manage this customer who used to be anonymous, but we can also process their information in market research, in their progression in business intelligence, include them in memberships with automated special conditions, etc...".

Darío Fernández Faucón
Director of Audiences

