SecuTix

MUSEUMS

SecuTix for Museums

Attract more visitors and build loyalty by diversifying ticket sales and establishing one-to-one communications with segmented audience groups

E-commerce savvy and faced with an array of cultural options, your visitors expect a more personalised service, a simpler purchasing user journey and rewards for their loyalty. In the digital era, SecuTix 360° offers integrated white label ticketing and Customer Relationship Management (CRM) software to help you develop a range of products and create a special relationship with your visitors before, during and after their visit to your museum.

## Ticketing as a means to digitise visitor engagement

SecuTix 360° is a white label ticketing and customer engagement software solution developed for meeting the new challenges faced by museums during this period of digital transformation.

This software has been designed to help museums enlarge their product catalogue, diversify their sales channels, provide an optimal welcome for their visitors and build visitor loyalty. SecuTix 360° allows those responsible for ticketing and customer development to create a seamless and personalised experience at each stage of the visitor pathway: before the purchase, on arrival at the museum and after the visit.

SecuTix offers you an all-in-one tool which gives all visitors – individuals, groups and corporate partners – straightforward access to your product catalogue. It also allows you to develop packages and loyalty schemes across all your sales channels, including online. As a result, you will see an increase in advance sales and revenues coupled with a reduction in load on your back office.

SecuTix 360° is much more than just a next generation ticketing solution. Native integration of ticketing and CRM also allows you to centralise all your customer contacts in a common database and offers a 360 degree view of your customers. The ability to subdivide your customers into fine-grained segments makes it easy to create special offers ideally suited to their preferences. Thanks to integrated digital marketing tools, it just takes a few clicks to automate your campaigns, communicate with targeted customers and measure the impact of these actions on your sales figures.

SecuTix 360° will help you develop dynamic sales and marketing strategies which will put your exhibitions and cultural programmes in the spotlight and establish a special relationship with your visitors. SaaS delivery means you get all these benefits with no infrastructure and maintenance costs.

Ticketing   Engagement   Platform
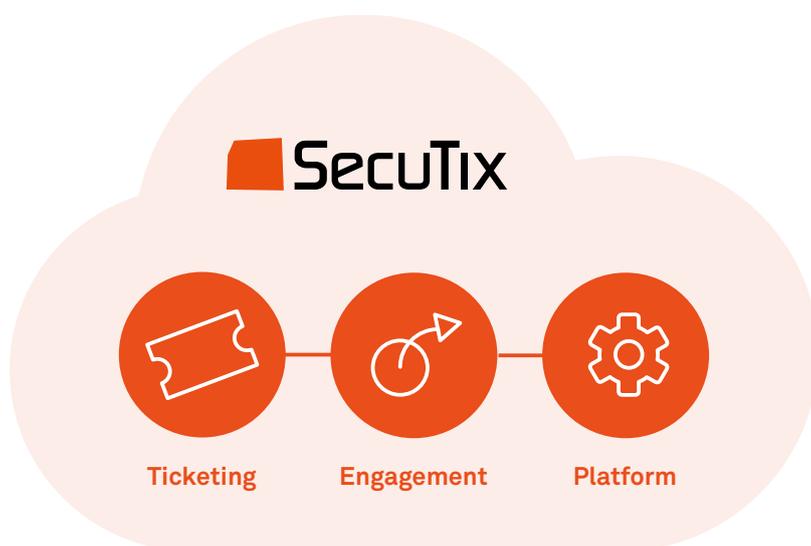
SecuTix 360°:
The Ticketing Engagement Platform

- **Ticketing**
  Our core ticketing features are tailored to your specific needs and designed to support your ever-evolving offers in the digital age.

- **Engagement**
  The combination of CRM, customer service, analytics and digital marketing creates a 360-degree view of your audiences.

- **Platform**
  Our open SaaS platform is designed to integrate with sales automation solutions, other ticketing solutions and third-party digital applications.

How do we help ticketing and marketing professionals in museums?

DIVERSIFY YOUR REVENUE STREAMS

_ Diversify your sales channels
Choose the optimal sales strategy and manage the sales through all your channels centrally: online, mobile app, ticket desks, kiosks, telephone sales, agents and resellers...

_ Enrich your product catalogue
Offer loyalty schemes, combined offers (admission with audio-guide or guided tour) and other packages. Create as many offers and price points as your sales strategy requires.

_ Offer group booking online
Offer schools and business customers the flexibility of booking group packages online with all the tailored options they would expect over the telephone: conference room booking, workshops, visit booking...

_ Attract B2B clientele
Offer additional services such as private functions, guided tours or event organisation.

_ Unlock the potential of the shopping basket
Cross-selling and upselling tools combined with the ability to design sales packages give you all you need to increase shopping basket spend and offer visitors added value.

_ Provide access to your entire product catalogue with a simple click
Put your entire range online and take the weight of your on-site operations staff. Everything sold at the ticket office and in the back office is also available online, even complex products such as membership schemes, group tickets and non-ticketing products (gift cards, gift shop...)

_ Exploit the power of social networks
Make it easy for your visitors to share their purchases on social networks and grow your potential customer base.

_ Attract the early adopters
Show off your digital savvy through your online sales strategies, mobile apps, social network integration and paperless tickets.

_ Simplify the management of your museum gift shop
Take advantage of the all-in-one ticketing solution by integrating your museum gift shop, including inventory management, supplier data and shipping details.

MODERNISE THE VISITOR EXPERIENCE

_ Offer a personalised customer space
Personal data, order history, tailored offers, ticket collection options, personal messages. By offering a private space for your visitors on their phone or PC, you will build continuity in your customer relationships and enhance their experience of your museum.

_ Offer the latest in digital technology
Let your visitors order online from their PC, tablet or phone and help them experience a rich and consistent discovery and shopping user journey across all platforms, wherever they are.

_ Go paperless
print@home, m-billet, RFID, collection at the ticket desk, provide your clients with the freedom to choose their preferred ticket type.

_ Be flexible
Give your subscribers and season card holders the option to create their own cultural journey by configuring their own season ticket online in just a few clicks.

_ Offer a shared shopping basket
Simplify the purchasing user journey by allowing your customers to buy multiple products or services in a single transaction.

They work with us already

Museums

Centre Pompidou
Institut du Monde Arabe
Musée National Picasso
Paris Museo Thyssen
Bornemisza FIFA World
Football Museum Nestlé
Museums
Musée des Confluences
Royal Abbey of Fontevraud
Musée Ethnographique de
Genève

Musée d'Histoire Naturelle
de Genève
Monnaie de Paris
Fort de la Pompelle
Planétarium de Reims
Musée de la Reddition
Musée Saint-Remi
Musée des Beaux-Arts
de Reims
Swiss Transportation
Museum

MUSEUMS

How do we help ticketing and marketing professionals in museums?

GIVE YOUR VISITORS THE BEST POSSIBLE WELCOME

_ Allocate your resources
Use reservation data to optimise your staffing levels and plan each day well in advance: material requirements, organising and booking speakers, room reservations, audio-guides, etc.

_ Reduce queueing
Let visitors choose their visiting time in advance online and bypass the queues. This also cuts admission waiting times for last minute visitors during busy periods.

_ Increase admission security
Use a single central system to control ticket issuing and checking, and ensure that the ticketing system and access control are fully in sync. Cancelled tickets are automatically invalidated at entry points to guarantee a flawless access control system.

_ Optimise all available time slots
Quotas for each type of booking (schools, individuals, groups, etc.) show the capacity for each time slot in real time. Change the quotas on the fly in response to demand to guarantee the best occupancy levels and optimise the resources you have in place.

_ Avoid bottlenecks
By tracking inflows and outflows, the access control system allows you to measure almost in real time the number of visitors in controlled zones, so you can limit access to overpopulated areas.

_ Faster access to collections
Electronic ticket checking with a mobile (PDA) or turnstile admission control tool for each ticket type (thermal ticket, e-Ticket, m-Ticket, RFID cards, tickets sold by agents, etc.).

BUILD VISITOR LOYALTY

_ Get to know your customers better
Find out their average age, which languages they speak, where they live, what they usually buy, how often they visit and more. Make use of indicators to profile your visitors and target your loyalty schemes accordingly.

_ Offer different loyalty schemes
Use membership cards, à la carte season tickets and points cards to create and engage a community of loyal customers.

_ Engage your members
Sending regular newsletters to your members will encourage them to visit more often.

_ Reward the most loyal customers
Invitations to previews, VIP events, privileged access to partner offers: Reward your members and regular visitors through personalised premium services.

_ Cultivate your social media ambassadors
Identify people who recommend your exhibitions or share their purchases on social media. Thank them and make sure they're in your next loyalty campaign.

_ Automate your campaigns
Welcome a new contact, offer targeted promotions and birthday wishes without user intervention thanks to automation. Visualise the return on investment of your marketing strategy through the native integration of the e-marketing module with ticketing.

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15 years of experience in ticketing

125 client sites across Europe

~30 Million tickets processed yearly

1,500 tickets sold per minute at peak

1,2M Euro revenue generated via marketing emails

About SecuTix

SecuTix helps organisations boost ticket sales and enhance audiences' experience before, during and after events. Our product, SecuTix 360°, is a cloud-based platform that combines ticketing and marketing functionality, and is offered as a white label SaaS service. Used by the largest sport clubs and stadiums, live entertainment businesses, and leading museums and cities across Europe, SecuTix manages the yearly sales of approximately 30 million tickets. Among our customers are Opéra National de Paris, UEFA, Centre Pompidou, Aspro Parks, Saracens FRC, Paléo Festival, Musée Picasso Paris and more. A daughter company of the ELCA Group, SecuTix has a local presence in Switzerland, France, Spain, Germany and the UK.

Contact us

Info@secutix.com

www.secutix.com