



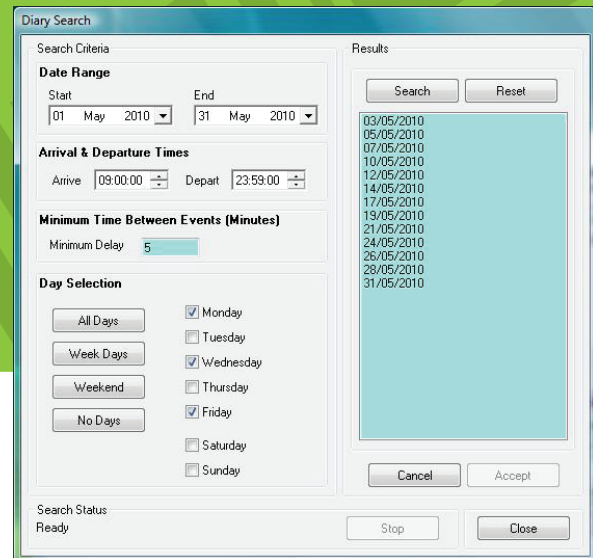
Advanced and Educational

Complex and ever-changing Advanced and Educational Bookings are inevitable for most Visitor Attractions and Museums.

Advanced Group and School Bookings can be both time-consuming and challenging for Back Office staff to organise.

Often such bookings are modified more than once prior to the visit and then finally at the time of the visit itself.

TOR's Maxim has unique and fully featured capabilities enabling operators to see full event availability at a glance, to recall and amend any existing bookings and to create client-specific itineraries with minimal input.



Multiple timed events

Maxim operators can sell for one or many timed events within a single transaction.

Graphical timelines

The time line feature enables operators to see at a glance how full an event is. The time line changes colour, from bright green to red (user configurable) alongside reducing capacities and indicates the remaining capacity to the operator.

Diary Search

This ground-breaking capability allows attraction staff to automatically provide an itinerary for a client's visit. The client can specify any criteria from date ranges, and/or days of the week, and/or times of the day they are available.

Once the options are specified the system automatically checks availability, taking into consideration the time it takes to transfer between each of the venues and the length of each event. Having confirmed that the details meet the client's requirement, the Maxim user can automatically produce the itinerary, which may be e-mailed or printed and issued to the client.

Client History

A powerful Client History facility enables the user to quickly locate a client and view details of all bookings made, responses to mailing campaigns, other contacts and any notes on the file. Existing bookings can be modified on multiple occasions to meet the client's changing requirements.

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Corporate Bookings

Maxim manages your entire Corporate Booking operation, including the reservation of resources (spaces, equipment, personnel, etc) required for use during a corporate event.

Repeat Bookings

Trade clients often bring several groups to visit an attraction, on a regular basis. The repeat bookings option within Maxim facilitates the process, allowing an operator to simply click on the dates and copy the booking to multiple dates.

Resource Management

The system controls and manages the resources, or facilities, available at an attraction. Examples could include a guide required to provide organised tours, equipment such as overhead projectors, wheelchairs or specialist rooms.

Group Splitting

The operator can split any group across multiple time-slots, either manually or automatically. This is particularly useful when a location contains a smaller number of spaces than the number of people visiting and allows the operator to split the group across two or more time-slots, as required.

Customer Relationship Management

The ability to organise mail-outs to clients, including schools and groups, which are based upon tightly filtered criteria and which target specific visitor demographics, is an integral part of the Prospector module.

Maxim facilitates mail-out by post, fax, e-mail and SMS, supporting all the latest forms of communication.

Beyond the mail-out, customer response is automatically recorded. Whenever a customer who has been sent a mail-shot makes an enquiry or booking the relevant campaign reference(s) appear on the operator's screen, prompting entry of data that will provide essential information on the success of each of mailing campaign.

Postcode Search Facility

Fast postcode search is essential for speed in a busy advance booking environment. Maxim may be specified to offer this facility as an integral part of the basic system.

MaximWeb Internet Booking Module

MaximWeb complements TOR's Maxim booking and admissions software by seamlessly integrating real-time web based sales into the Maxim system. MaximWeb incorporates your own branding and corporate images throughout and is not simply a link to an external ticket sales web page but an integral part of the Maxim Solution. Think of it in terms of an additional sales channel, or as a dedicated team of telesales operatives. All sales transactions, ticket allocations, seat reservations, etc, which take place within MaximWeb instantaneously update the Maxim database. No data transfer, double keying or uploading is required and MaximWeb will never oversell, or undersell, any event.

Membership and adoptions

Membership schemes encourage repeat visits and word of mouth advertising, whilst creating a regular guaranteed income through membership fees and additional purchases.

Maxim's fully featured membership module enables operators to collect all the required client data, including a digital image, and to print a high quality individualised membership/adoption card.

Membership and Adoption transactions may be processed immediately, time permitting, or can be stored in the database and recalled later for image collection, data collation and card printing.

Adoptions can include animal images, details and birthday information and both members and adopters may be sent newsletters, invitations and renewals notices automatically in advance of an expiry date.

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Seated events and performances

Maxim allows the user to create multiple seated events for different performances in the diary. Straightforward selling screens clearly show aisles, seat numbering, available and pre-booked seating. Designated seating for those with physical or sensory impairment can be created to meet your requirement and provisions.

Recording of demographic data

Recording further information about an individual or group is essential in ensuring a high-quality visit and for reporting of demographic data. Recording fields are fully user-defined and often include; special needs, age-group, nationality, and client interests.

Demographic data may then be used as search criteria for reports and mailings, enable the organisation to target specific segments of its customer base.