

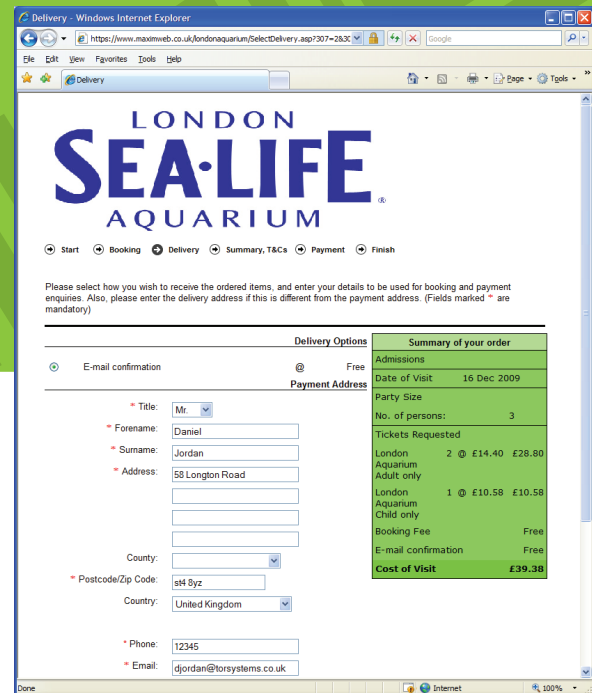


Internet ticket sales

Internet ticket sales are increasingly an invaluable additional sales channel for visitor attractions and museums.

The MaximWeb module is TOR's fully integrated, real-time solution for your on-line sales requirement.

Says Alan Reid of Glasgow Science Centre: "We are delighted with the product - it has delivered great results so far. Within four weeks of launch, we had achieved c. 13000 ticket sales!"



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.

Real-time

MaximWeb is linked to Maxim in real-time. This ensures that there is no chance of any over (or under) booking. An attraction's own staff will define, within their existing Maxim system, which events, tickets, dates etc are available to be sold on-line. Transactions made through MaximWeb are available to view or modify within Maxim immediately.

TOR Systems

World Class Visitor Solutions



Ticket delivery

When a customer purchases their tickets on the internet, they can choose to have their tickets delivered by;

Mobile phone

E-mail

Post

Collect at venue (kiosk)

Collect at venue (ticket desk)

These delivery options mean that less staff time is involved with the ticketing process. This saves money, and enables staff to look after customers more effectively.

Third party ticket resellers can also benefit from the system. By connecting to MaximWeb using their unique login, they can receive special pricing and also have the ability to pay by invoice, credit card, or on the day.

Online Promotions

On-line promotions allow you to offer discounts to customers based on multiple parameters, such as buy one get one free, money off or percentage off. Users type in their promotional code and automatically receive the special pricing.

Further benefits

For those attractions eligible for Gift Aid MaximWeb delivers a simple Gift Aid entry screen, increasing revenues with no additional overhead.

The system provides a full reporting suite, either combined with on-site sales or separately.

MaximWeb can be hosted by TOR, or by the customer, or by a third party. It also has a fully documented API, allowing customers to link MaximWeb into their entire web purchasing system, which may also include retail items and on-line collections.