



Operations

Assistants	Audit Classes	Date From	Date To	Till No.
All Assistants	All Classes	09/10/2009	09/10/2009	
09/oct/09 13:40:36 1	TOR	TOR	User log In	
09/oct/09 13:47:53 1	TOR	TOR	User exits without logging off	
09/oct/09 13:49:04 1	TOR	TOR	User log In	
09/oct/09 13:51:10 1	TOR	Reference: 1000178	Version: 1	Status: Reserved
09/oct/09 13:51:10 1	TOR	Ash Green Primary		
09/oct/09 13:51:10 1	TOR	Special Event	Fri : 09 Oct 09	
09/oct/09 13:51:10 1	TOR	Adult	2.00 2 4.00	
09/oct/09 13:51:10 1	TOR	Guided Tour	Fri : 09 Oct 09	
09/oct/09 13:51:10 1	TOR	Adult	9.00 2 18.00	
09/oct/09 13:51:10 1	TOR	Child GT	5.00 2 10.00	
09/oct/09 13:51:10 1	TOR	Payment: Reserve		32.00 GBP
09/oct/09 13:51:10 1	TOR			

Maxim is a fully user-defined system. Allowing in-house configuration and modification, Maxim can quickly be adapted to a changing environment.

Through the use of intuitive Graphical User Interfaces even the most complicated of transactions are dealt with efficiently.

Maxim fully logs user actions, providing an audit trail and full security control.

Training

Full training and documentation is provided at user, administrator and management level. Training itself is designed to suit the individual client and is simple, effective and focused on the student. Bringing new and/or temporary users up to full speed on the system, in-house, is particularly straightforward.

Maintenance & Support

System support is also a highly individual requirement. We offer a full support structure, with first, second and third line cover available dependant upon the specific needs of the client.

TOR provides 7 day telephone support on the basis of an immediate to one-hour response time, as a norm. Furthermore, escalation to the second and third-line cover is not prevented by "terms and conditions" which impose lengthy waiting periods on what is, after all, is a business-critical system.

Management Reports

Effective management is enabled by the provision of concise, timely and accurate information.

Reports created using Maxim provide management with as much, or as little, information as required. A suite of 40 configurable reports is included within the Maxim system, each of which may be exported to Microsoft Excel, or other formats, for further manipulation.

Information available through Maxim reports includes:

- Cash flow forecast based on reservation, deposits taken, and money realised
- Annual overview of ticket sales and revenue received
- Breakdown of income by cost centre or ledger code (all tickets have their value split to user-defined cost centres)
- Audit reports available to check on user actions, all of which are logged
- Lists of all customers by ticket sales made, revenue received, types of transaction, type of customer, post code.

TOR Systems

World Class Visitor Solutions



Fast transactions

Allowing rapid entry is critical to queue reduction and ensuring customer satisfaction. Maxim accepts payment by Integrated Chip and PIN technology with an authorisation time of approximately 5 seconds, speeding up transaction times. Maxim also allows the tender of multiple payments within a single transaction, and acceptance of coupons for discount purposes. It uses industry standard, high speed BOCA ticket printers to produce high quality souvenir tickets quickly and reliably, time after time.

Touchscreen or keyboard data entry

Users generally find touch screens faster and easier to use than keyboards. Maxim offers both options, ensuring the fastest interface for your team to use. In this instance Epson IR700 Touchscreen POS PC Units with large (15 inch) TFT screens are our recommended format.

Gift Aid

The capture of Gift-Aid under the 2006 HMRC regulations is an integral part of the Maxim solution.

Maxim assists the operator in processing the transaction efficiently by presenting Gift-Aid data capture screens, utilising fast post-code look up and prompting for the required additional data to be entered prior to completion.

Printing of the essential Gift-Aid Certificate for the visitor is automatically enabled.

Fully HMRC compatible Gift-Aid declaration reports are intrinsic to the system.

Combination tickets

Allow a group of tickets to be produced by selecting one item. This is useful when producing Family tickets where for example, 2 Adult and 2 Child tickets need to be produced by selecting a single item.

Promotions

An integral part of the Maxim system is the acceptance of promotions. These can be in the form of printed material from, say, a newspaper and given in at the front desk to reduce the price of admission, or allow in one person for each full-paying adult. The redemption of promotions is fully audited and reported, showing take-up rates of promotions, and their cost.

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.

Multiple timed events

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

Security Measures

This feature enables managerial staff to implement security codes so that front line staff cannot gain access to areas that may not be changed without authority. Security levels help to minimise fraud and ensure that inexperienced staff do not tamper with settings and inadvertently cause problems. All user actions are fully audited.

Kiosks

Maxim provides kiosks for collection of web-booked tickets, or the sale of tickets to customers on the day. They allow customers to avoid queues, improving their experience of the visit and reducing your staffing overheads.

Kiosks may be used as an integral part of your Q-Busting strategy.



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.

Recording of demographic data

Recording further information about an individual or group is essential in ensuring a high-quality visit and for reporting of demographics. 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.

Print off bookings

Once advanced bookings have been made by internet or phone, Maxim allows the user to print these off quickly.

Says Louise Patience, Front of House Manager at the London Aquarium "Its so simple to print off web tickets. The customer jumps the queue, gives us their reference number and out come the tickets."

Access control

Access Control systems, if required at all, should be both unobtrusive and user-friendly.

Maxim allows for the use of the latest technologies in access control alongside the more traditional ticket operated entrance gates and turnstiles.

Bar-coded tickets and TOR's 4 way "Q-Cheetah" ticket reader equipped turnstiles are traditionally the most cost-effective method of access controls.

Q-Cheetah ticket reader systems are simple to operate; making visitor embarrassment and entrance delays are a thing of the past. Where a more personal method is preferable, simple hand scanners or fixed scanning points may be utilised.

Although currently more costly, the preferred route for many is contactless smartcards (RFID), which allows customers to just touch their card onto a reader (like the Oyster card) and obtain admission quickly.

Whichever technology is used for the actual acceptance of the ticket, all information about entries are fully linked in real-time into the Maxim Solution. This allows you to monitor all entry and exit points, see the current capacity of galleries or other spaces, and watch peaks and troughs happening in real-time. This assists in planning staffing levels, Health and Safety audits etc.

The Maxim system allows attractions to link multiple areas together for monitoring and access control. A single ticket can be used to allow timed entry to many different locations in the same day, saving the customer carrying multiple tickets.