



# On-Site Ticketing and Retail

Fast access and the shortest possible queues are crucial to the success of all visitor attractions, whatever their nature.

Maxim applies a combination of technologies which ensures super-quick transactions and the ultimate in ease of use for all attractions and museums, whatever their size and complexity.

Due to the design and functionality of the Maxim, attractions have more time to concentrate on customer service and the overall visitor experience.

Users have time to meet and greet visitors, provide visitor information, up-sell other profitable products, or process Gift Aid simply and effectively. Maxim is intuitive, which means users will concentrate on the needs of your customers, rather than spending unnecessary amounts of time on the mechanics of the system.



## Key Features and Benefits

### Fast Transactions

Maxim accepts payment by Chip and PIN, including contactless with an authorisation time of three seconds, speeding up transaction times.

Maxim also allows the tender of multiple payments within a single transaction, and the acceptance of vouchers for discount purposes. It uses touch screens for ease and speed of use and industry standard ticket printers to produce high quality tickets quickly. Tickets can also be e-mailed directly to the customer as an alternative to printing hard copy tickets.

### Gift Aid

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

Maxim assists the user in processing the transaction efficiently by automatically presenting Gift Aid data capture screens. By utilising postcode look up and prompting for the additional data to be entered prior to completion, the process is seamless. The printing of Gift Aid certificates for visitors may be either enabled or disabled as required.

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

### Combination Tickets

Combination tickets allow a group of tickets to be produced by selecting one item.

This is useful when producing family tickets where for example, two adult and two child tickets need to be produced by selecting a single item.

*The staff have been a pleasure to work with and their extensive experience in the museum world has been a real bonus.*

**Geraldine Philpott,**  
Project Manager,  
Imperial War Museum, London



## Promotions

An integral part of the Maxim system is the acceptance of promotions. These can be in the form of printed material, or codes that can be scanned or entered manually.

The redemption of promotions is fully audited and reported, showing take-up rates of promotions, and their cost.

## Up-Selling

The ability to easily up-sell to walk in customers is managed by the creation of up-sells prompts, which can be switched on/off dependant on your requirements.

All upsell items are configured so that they are relevant to the tickets already selected during the purchasing/booking process.

## Graphical Time Lines

The timeline feature enables you to see at a glance how full an event, tour or activity is.

The time line changes colour according to how many people have booked and indicates the available capacity. This is a unique feature to Maxim, which provides an invaluable tool for users and the management of the attraction.

## Multiple Timed Events

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

This not only speeds up the booking process, but can also improve the potential of upselling to visitors.

## Security Measures

This feature enables managerial staff to implement security codes. These codes can restrict certain staff from gaining access to areas of the system 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.

## Scanning Pre-Booked tickets

On arrival, printed or mobile tickets can be quickly scanned to check the customer/group into the attraction.

This not only acts as a security measure to check the validity of the ticket, but also acts as reassurance to the management of the attraction that the customer actually visited on that particular day.

All scans are recorded, therefore providing the attraction with the data to analyse visitor trends.

## Memberships

Memberships can easily be sold to walk in visitors, by utilising the membership functionality in Maxim.

Users can collect the required data and take a digital image of the customer, which can be recorded against their membership record or printed on their card.

We provide high quality membership card printers which can be printed very quickly at the point of purchase.

## Passes

Like memberships, passes can be an excellent way of encouraging repeat visits and secondary spend.

Maxim provides the functionality to create any type of pass, whether you require day/week/season or annual passes.

Photos can be taken of the customer purchasing the pass, which is stored against the customer record to assist in preventing fraudulent activity.

All tickets, passes and memberships include barcodes which can be scanned upon entry. This information is vital to the organisation to gain a better understanding of visitor behaviour.

## Retail and Catering

If the preference of your operation is to sell retail or food and beverage items through one ticketing system, Maxim caters for this requirement, by seamlessly linking directly to a full stock management system.

The stock management system allows both keyboard entry and bar code scanning, for manual and automated processes. Hand held scanners are available to perform stock movement functions which includes ordering, delivery, return, wastage, transfer and stocktake. All the functionality is provided to support full stocktakes, by groups of products and/or random stocktakes.

The order and delivery process can be fully automated or manually controlled as required. Stock levels can be used to trigger orders, however it also possible to directly receive deliveries into stock without an order.

## Recording of Demographic Data

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

These are all user-defined and often include special needs, nationality, and interests and can be switched on or off depending on your operational requirements.

Demographics are used as the search criteria for reports and mailings, so that your organisation can target specific segments of your customer base.

## Self-Service Kiosks

Maxim can provide kiosks for the sale of tickets to walk up visitors, or for collection of tickets if customers don't have email accounts.