



Online Ticketing

With the ever increasing trend towards booking tickets via mobiles and tablets, it's imperative to make booking on the move as easy as possible.

Therefore we have designed the e-commerce site with the mobile in mind.

Customers can easily book tickets to your attraction on any device in real time, with the fully responsive platform. The responsive site is dynamically designed so that it changes to fit the size of the customer's device, providing a clearer page view and improving the ease of booking. This is extremely beneficial in relation to queue management, whereby a customer can book on their phone and receive their e-ticket instantly.

MaximWeb incorporates your own branding and wording throughout and is not simply a link to an external ticket sales web page, but an integral part of the Maxim solution.



All sales transactions and ticket allocations which take place through the e-commerce site instantly update the Maxim database. It holds ticket capacity across all sales channels while the customer is purchasing online, thereby ensuring that there are never over or under bookings

The system fully supports Gift Aid transactions, greatly increasing revenue. In addition the customer can choose to share their purchase on social media, via Facebook and Twitter widgets.

Key Features and Benefits

Ticket Delivery

Most organisations prefer to have tickets sent to customers in the form of E-Tickets, however postal or collection can also be configured.

By sending tickets via email this saves the attraction time and cost.

Gift Aid

Gift Aid is an important and regular source of donated income for many museums and attractions. If your attraction wants to capture Gift Aid, we have the solution to accept Gift Aid on any device via all channels.

The capture of Gift Aid under the HMRC regulations is an integral part of the Maxim solution and full auditing and reporting is available.



Online Promotions

Online 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 enter their promotional code and automatically receive the special pricing.

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

Promotions can either be a generic code which is designed to be passed around for maximum usage or individual codes which can only be used once by the specific recipient.

Gift Vouchers

Gift Vouchers can be sold and redeemed through all sales channels, providing an excellent commercial opportunity to maximise the gift market.

Gift Vouchers are emailed to the customer therefore they don't create any extra administration cost to the organisation.

Up-Selling

MaximWeb provides opportunities to upsell during the customer online journey.

The items are configured by the organisation so that they relate specifically to the tickets customers add to their basket.

The British Museum has used TOR Systems for many years now to book everything from our busiest exhibitions through to films, lectures, conferences, Member events and all our varied and complex schools bookings. We've valued its flexibility and reliability in handling these multiple functions – something which is a real strength of the system and has proved so important in a Museum environment with its wide range and large number of visitors all with different needs.

Paul Roberts, Ticketing and Information Manager, British Museum

Retail

Retail items can easily be bought online, which provides organisations with the opportunity to sell items such as audio guides and guide books, which are often the more likely pre visit retail purchase.

All retail sales are recorded within Maxim, therefore the stock management system is automatically updated.

Variable Pricing

Attractions can opt to have different priced tickets dependant on the number of days/months the customer is booking in advance.

This allows the organisation to maximise commercial opportunities.

Further Benefits

MaximWeb can also be hosted by TOR, removing IT overhead from your operation.

The system has many technical options. It supports deep linking from your own main or micro-sites, can be embedded as an iframe within your own site, or you can create your own pages linking directly to our full published API.

MaximWeb also links to content management systems via our full published API, giving your main website the ability to show all events/dates/times to your customers, directly from the ticketing system.