

ENTERTAINMENT VENUES

TRECC | CAPITOL THEATRE TAMWORTH | TAMWORTH TOWN HALL

A Division of Tamworth Regional Council

4/09/2020

RE: TICKETSEARCH TESTIMONIAL

To Whom It May Concern,

TicketSearch is a real game changer for the Australian ticketing, venues and events industry. Finally there is a product that is built and hosted from the ground up by an Australian team that understands the complex and specific needs of our region.

The bonus to this product being developed here in Australia, in a way that is using new technology and ways of thinking, is that I believe it is going to have huge appeal and take up in an international market too.

The TicketSearch team have been so accessible and available during our set up time and going live. They are so passionate and committed to making the system work for everyone's needs. I am extremely impressed that even after launching the product they are still tweaking and updating the system on a regular basis. They are responsive and agile to the changing needs of the industry and this was evident during COVID when they were able to swiftly develop bubble seating and the ability to sell and connect ticket buyers to virtual events.

I have worked in the theatre and entertainment industry for over 30 year and I have had experience with many of the ticketing systems on the market. Many of these are still using old thinking and technology.

Things our staff love about TicketSearch and their team;

- Implantation, change-over and going live process was really smooth.
- They are open to suggestions and changes to make the system the best it can be.
- The customer management side of the system is sensational. Search function is quick and responsive and the email correspondence templates for all activities are abundant and customisable.
- TicketSearch brings together a whole lot of customer and ticketing activities together in one easy to use environment.
- The membership management and renewal process is excellent.
- The merchandise and add-on or upsell is easy and really clear for customers and for increased revenue on ours and the promoter's side.
- Building events is an easy and quick process and having the ability to build your own maps and adjust them is another game changer.

entertainmentvenues.com.au

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- Scanning is quick and user friendly – working off an app that can be downloaded to phones.
- Reporting is great, tickets to apple wallet or via SMS is fantastic. Bubble seating and the ability to sell and connect ticket buyers to virtual events is leading the market and makes the whole admin process a breeze.

One of our staff said, *"I really could just go on and on – there are so many features."*

TicketSearch brings a whole new way of thinking to our business. It makes many tasks much easier to manage than they were and delivers new ways of increasing revenue through the various modules like merchandise and add-ons, memberships, deals & discounts, gift vouchers, donations and packages.

I truly believe this is the best ticketing product in the Australian market and potentially the world.

Regards,



Peter Ross

Theatre Director – Capitol Theatre
Manager Entertainment Venues

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