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SeatAdvisor™
BOX OFFICE INTELLIGENCE

Case Study: Arts





THE BARN THEATRE, UK

SEATADVISOR PRODUCT: SABO ART

“CLIENT SUPPORT IS ONE OF THE MAIN REASONS I LIKE SABO. THE SUPPORT IS REALLY EXCEPTIONAL.”

*Jane Denyer,
Director of
The Barn Theatre*

THE BARN THEATRE will use SABO - a powerful and feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

The Barn Theatre is located in West Sussex and is a great example of how a small theatre with limited budget can grow revenues and increase customer loyalty using SABO. The theatre will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) and access control solution. The Wick had researched available ticketing and database systems for over 6 months. SABO's web-based easy to use system was chose as the best suited to the venue's needs.

“We are in the very beginning stages of a marketing campaign, and SABO's seamless view of our customers and clients, coupled with the management tools we will be able to place in the hands of the many organizations that call The Barn Theatre home, convinced us that now was the time to make the jump”.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience. The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.

Key Facts

Client

The Barn Theatre

Location

West Sussex, UK

SABO Solution

Arts

Organization Profile

Southwick's Barn is a traditional Sussex building at the heart of an old homestead which now forms the Southwick Community Center. The present Barn goes back at least 200 years. The Barn was converted into a community hall and theatre in 1951 following a huge effort from local volunteers. In 1998 it was extensively improved and extended at a cost of almost £1 million. The Barn has been home to the Wick since the company's inception, and it now enjoys the use of a much enlarged stage and state-of-the-art technology.



CASE STUDY - THE WICK THEATRE

SEATADVISOR PRODUCT: SABO ARTS

Implementing the solution

“The Barn Theatre is a great example of an organization dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organisation. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

The Barn Theatre are the latest theatre venue in SeatAdvisor’s growing client list, and joins, The Knockhill International Racing Circuit, The Del Mar Race Course and The Bendigo Schweppes Arena among others.

About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries. The SABO web-based system has been built on the latest technology, for entertainment industry professionals.



At the core of this powerful solution is a single, real-time view of the customer’s data across all organizational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The Troxy (UK), The Fires tation (UK), The Alex Theatre (USA) and The Crossing Theatre (Australia)

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For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. To see an online presentation about SeatAdvisor and the SABO ticketing system, go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC.

http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html

SeatAdvisor has offices in the United States, Europe, and Australia.

SeatAdvisor Europe MD
Hugh O’Morain