

**SA**

SeatAdvisor™  
BOX OFFICE INTELLIGENCE

Case Study: Arts





# THE CROSSING THEATRE, NARRABI

## SEATADVISOR PRODUCT: SABO ART

**“THANK YOU SO MUCH FOR YOUR TIMELY AND ACCURATE SERVICE. IT CONTINUES TO BE A PLEASURE WORKING WITH SABO.”**

*Mike Stevens,  
Theatre Manager,  
The Crossing Theatre*

**THE CROSSING THEATRE** The Crossing Theatre will use SABO - a powerful & feature rich feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

The Crossing Theatre is a multi-purpose venue set on the banks of the picturesque Namoi River. The Theatre will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) & access control solution.

“We have researched available ticketing and database systems for the past year, and SABO's web-based easy to use system is the one that meets our needs,” said Mike Stevens, Theatre Manager of The Crossing Theatre. “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 that we can now place in the hands of the many organizations that call The Crossing Theatre home, convinced us that now was the time to make the jump”.

Using SABO's integrated, single database solution, The Crossing Theatre will have access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments manage their operation from one live real time system.

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 Crossing Theatre

### Location

St Narrabri, NSW

### SABO Solution

Arts

## Organization Profile

The crossing Theatre, is a new state of the art, \$7 million dollar cultural centre. Opened in December 2001, the venue hosts cultural performances and movies in either the 1,000 seat auditorium, a large exhibition room, or one of the two Cinemas. The later attracts the latest movies available in Australia. The Narrabri Shire Art collection is located at The Crossing Theatre and available for inspection



## CASE STUDY - THE CROSSING THEATRE

### SEATADVISOR PRODUCT: SABO ARTS

#### Implementing the solution

“The Crossing 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 realized it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organization.

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 Crossing Theatre is the latest Arts venue in SeatAdvisor’s growing client list, and joins, The Gate Theatre, The Alex Theatre, The Barn Theatre 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)

**“THE CROSSING THEATRE IS A GREAT EXAMPLE OF AN ORGANISATION DEDICATED TO GETTING THE MOST OUT OF OUR SYSTEM. THEY’VE REALIZED IT’S NOT JUST ABOUT TICKETING ANYMORE. THEY HAVE MANY DIFFERENT DEPARTMENTS WITHIN THEIR ORGANIZATION. REPLACING THE MULTIPLE SYSTEMS THEY CURRENTLY USE TO MANAGE MARKETING, FUNDRAISING & TICKETING INITIATIVES WITH ONE UNIFIED SYSTEM WILL BE VITAL TO THEIR SUCCESS.”**

#### 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](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