Hospitality Ticket Selling Process

green4 SOLUTIONS

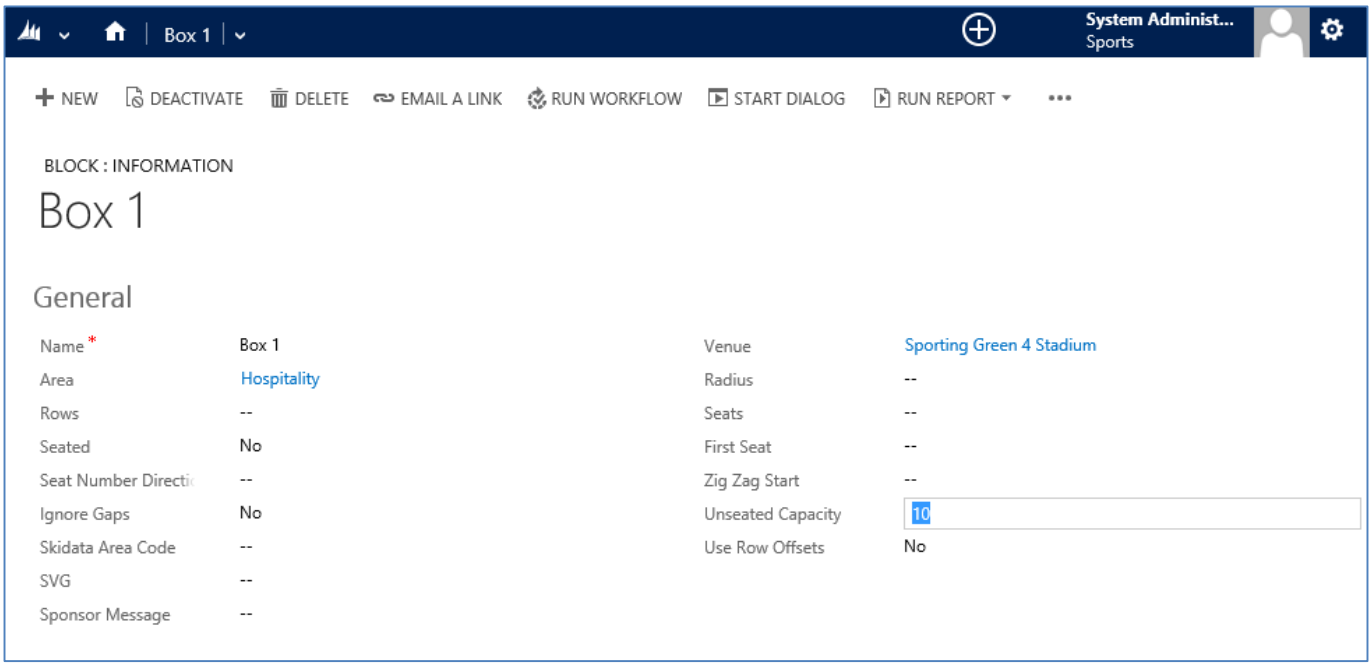
THE QUEEN'S AWARDS FOR ENTERPRISE: 2014

HOSPITALITY TICKET SELLING PROCESS

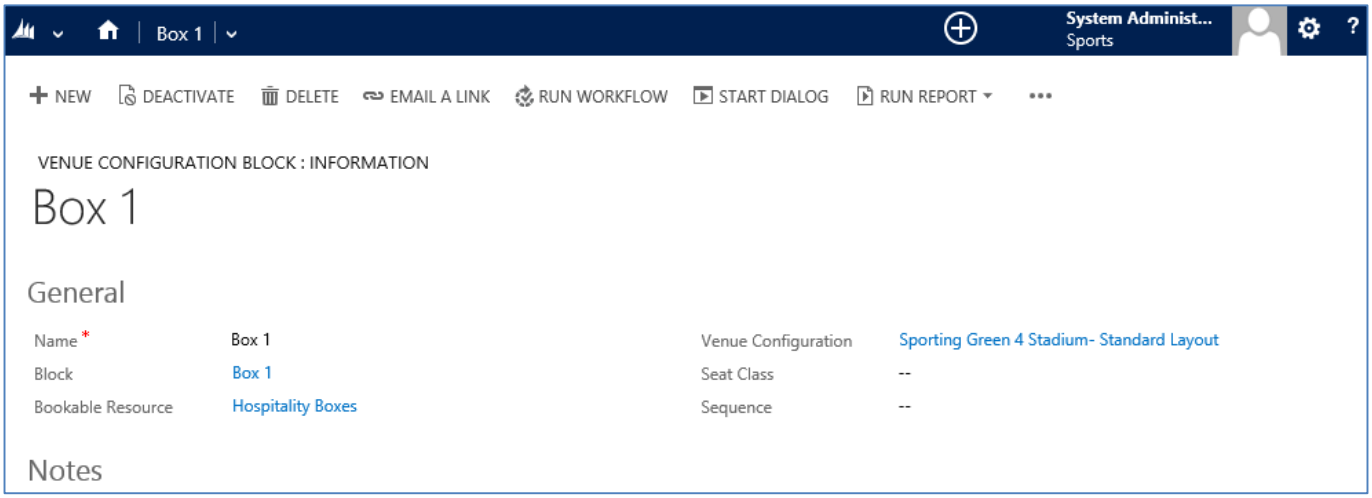
CRM makes it possible to set up and manage the selling of tickets for all kinds of Hospitality, including individual Hospitality Boxes. The process of creating Hospitality Boxes in CRM and selling them on the POS is documented below.

CREATE THE HOSPITALITY BOXES AS BLOCKS

Each individual Hospitality Box must be created as a separate Block. This is where the capacity of the Box is entered. For example, if the Hospitality Box contains 10 people, 10 would be entered within the Unseated Capacity field of the Block. The Block must also be linked to the Venue that the Box is part of, and an Area.



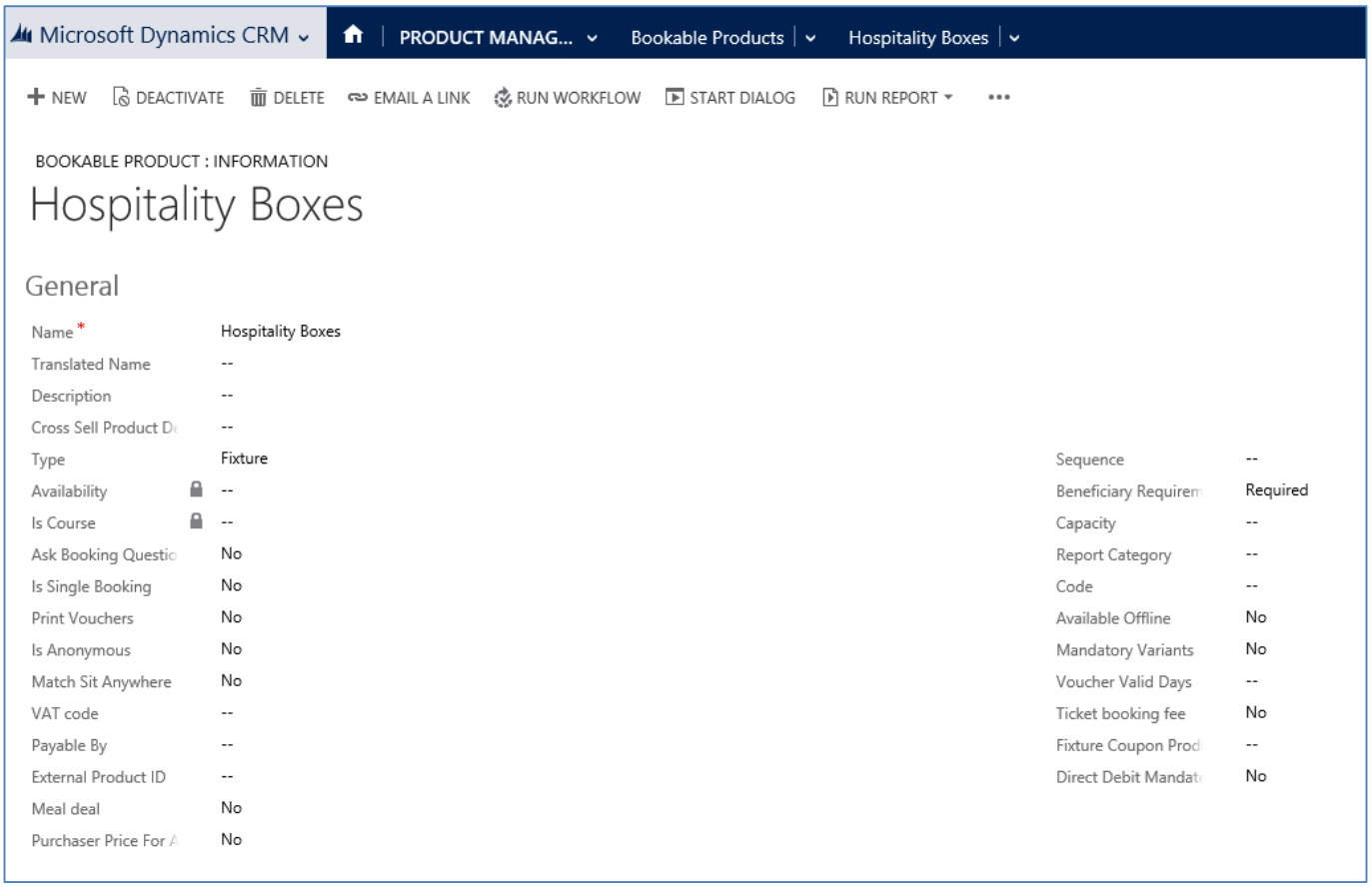
For each Box that is created as a Block, a Venue Configuration Block must be created, this will link the Block (The Box) to the Venue Configuration (Layout of the stadium), as well as a Bookable Resource to hold the Hospitality Boxes under and a Seat Class.



All the Hospitality Boxes can use the same Bookable Resource. This will create a Bookable Resource that has a link to each Hospitality Box which can then be added to the Bookable Product form where the Price and Channels the Boxes are to be sold on can be added.

CREATE THE HOSPITALITY BOXES BOOKABLE PRODUCT

The Bookable Product form controls the Channel the Hospitality Boxes are to be sold on as well as their Price. If selling Hospitality Boxes for individual Fixtures, ensure the Type Fixture has been selected. If selling the Boxes for an entire Season, choose Series.



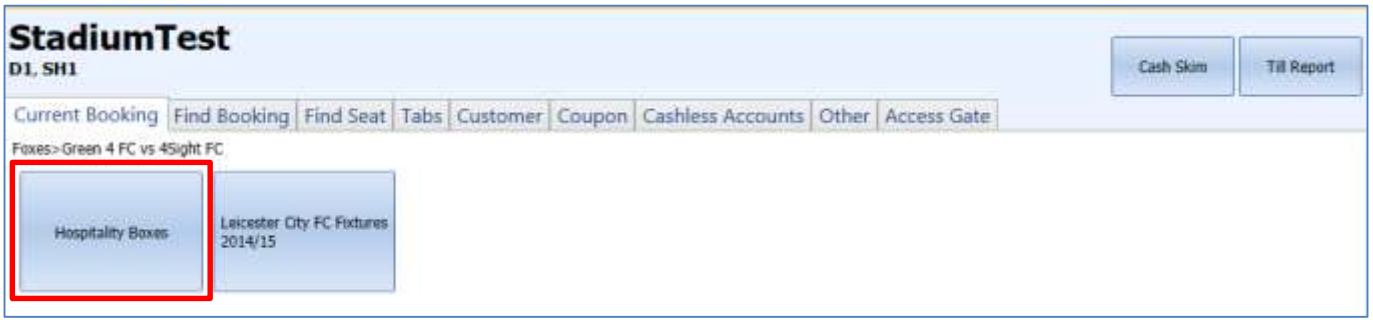
The Bookable Resource that has all the Boxes linked via the use of Venue Configuration Blocks should be added to the Bookable Resource field while the Series field should be completed with the appropriate Season.

The Channel area of the Bookable Product form should be used to select which Channel(s) the product is to be sold under, whilst the Variant & Pricing area is where the Variant Price List(s) which control the cost of the Boxes are selected and prices entered.

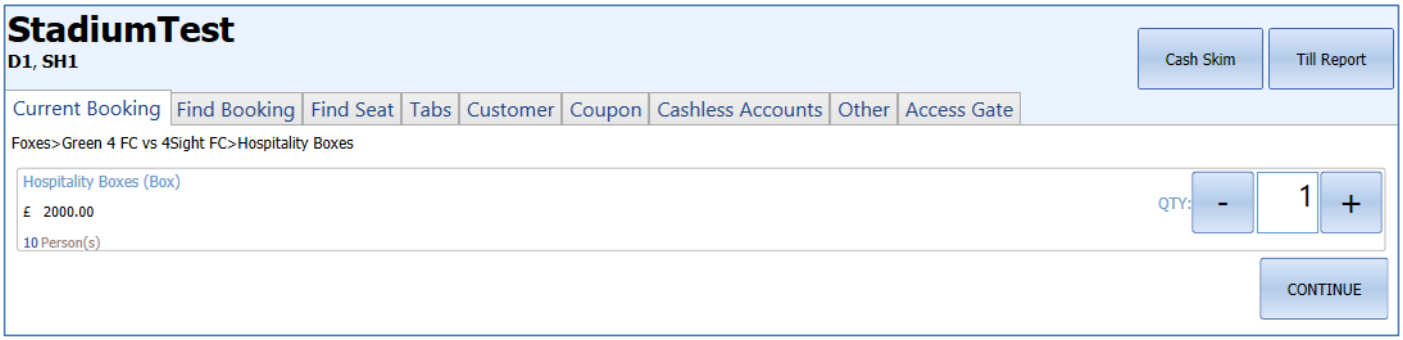
If Hospitality Boxes are only sold as a complete box, then a Variant type of 'Box' which allocates X amount of people should be created. For example if all Boxes hold 10 people X should be 10. This will mean that individual Variant Types (Adult, Junior, Senior etc.) are not applicable as the Box is sold as a whole and can only be allocated a certain amount of people.

PURCHASING HOSPITALITY BOXES ON THE POS

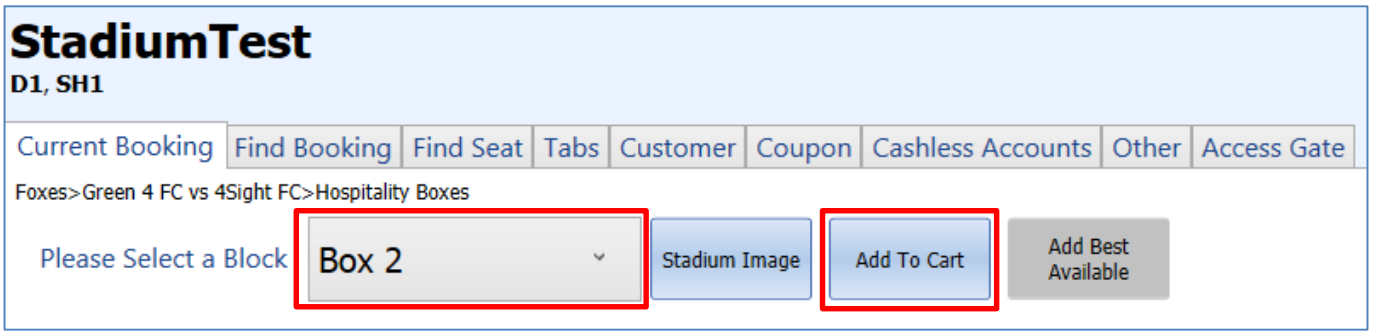
After selecting the Fixture the Hospitality Box is to be purchased for on the POS, it will be possible to choose the type of ticket that is to be purchased e.g. Standard Ticket, Disabled Ticket or Hospitality Boxes. The name here will reflect the name of the Bookable Product that is being used to represent the Hospitality Boxes.



After selecting the Hospitality Box ticket type, the quantity of the product can be chosen. If a single Variant was added to the Bookable Product form, but represents an entire box that can contain X amount of people, the X amount will be shown below the cost of the product, in the example below this being 10. Please note the X amount (10 in this example) will still be printed even if the quantity added is 1 as this shows that the capacity of the product is for X amount (10 in this example) people.



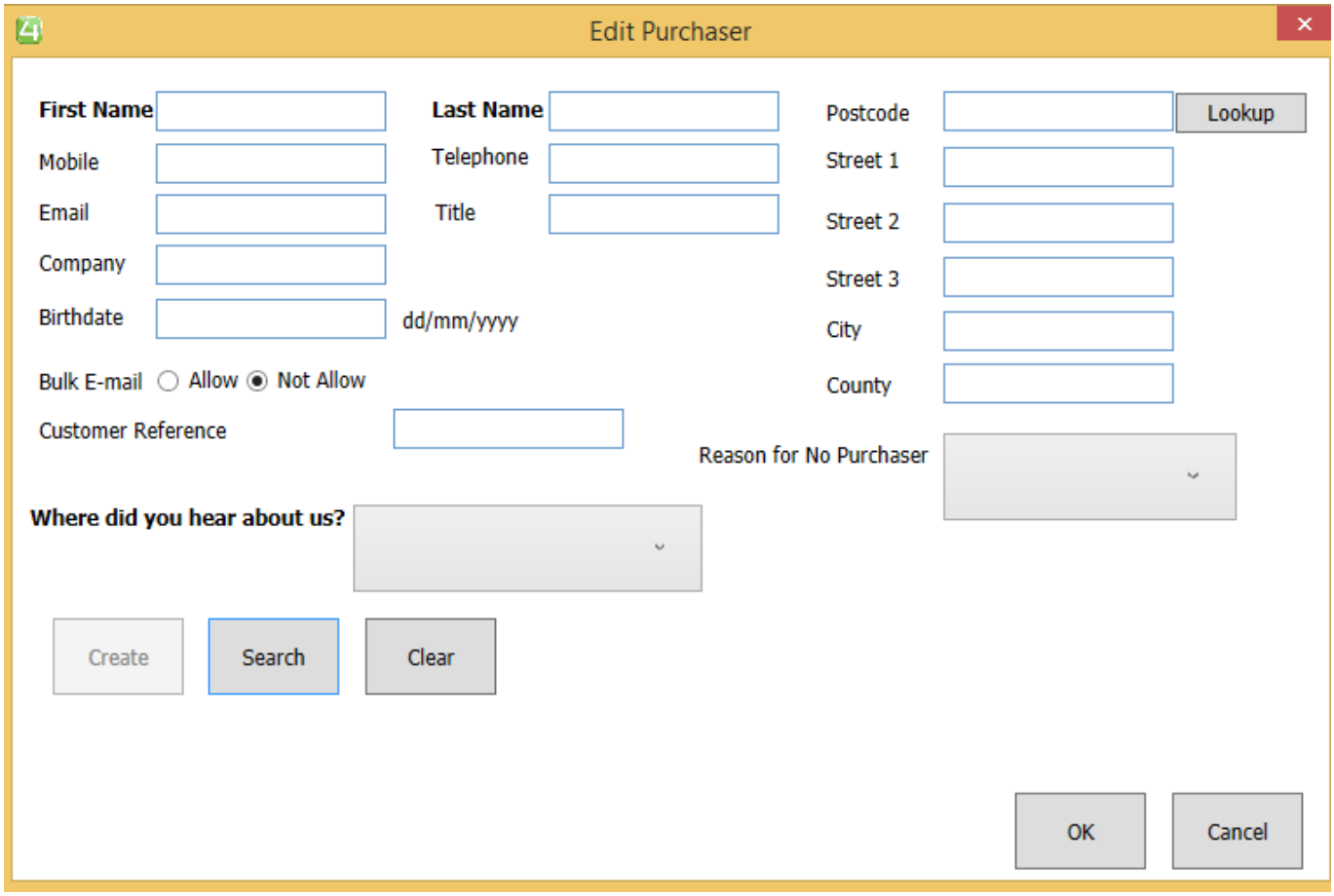
Upon adding the quantity it will be possible to select the Block (The Hospitality Box) that is to be purchased. These will be shown by selecting the drop down and choosing the Box before clicking Add To Cart.



The Hospitality Box will then be added to the shopping cart where the normal payment process can be performed.

ADDING A COMPANY NAME TO HOSPITALITY BOX TICKETS

Print Transforms (Templates) make it possible to simply add a Company Name which will be printed on all of the tickets that are for a Hospitality Box. Upon selecting, Add Payment after the Hospitality Box has been added to the cart the Edit Purchaser window will be displayed.



Depending on the Print Transform (Template) being used to print tickets in your system, then it is possible to set various fields which by default will print onto any tickets, therefore it is possible to create a Transform to take the First Name and Last Name field of the Edit Purchaser window and print whatever is displayed on these onto the tickets.

Consequently, a Company's Name could be entered into the First Name and Last Name fields and this will then print onto the tickets.

Alternatively additional changes could be made to the Print Transform so other fields of the Edit Purchaser window will print onto the tickets when complete.

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