

# Solving the Ticketing Problem

How Book Now Zambia is improving event ticketing for football clubs & event promoters.

## CHALLENGE

Football clubs used receipt books to sell tickets on matchday. This process resulted in poor matchday sales as accounting was challenged and tickets could be duplicated easily. As a result of this, overall matchday takings dropped significantly. Book Now Zambia was asked to build an advanced ticketing system that would make printing & selling of high quality tickets more efficient and transparent.



## SOLUTION

Book Now Zambia developed a custom hardware/software system that includes two main modules:

**Ticketing System** – This is proprietary software and hardware that allow event promoters/clubs to print and issue tickets for events on demand and also pre-print in advance.

**Ticketing Portal** – A events management portal that allows promoters/clubs to view ticket sale reports & other business reports. You can also get custom reports on sales, check ins, and activity around your event.



## TESTIMONIALS

Today the system is used by multiple clients including ZESCO United, Nkana Football Club, Buildcon FC, Kitwe United, ZANACO FC and Forest Rangers.

## RESULTS

- **Faster lead time turnaround on ticket printing and sales**
- **Reduction in theft and duplicated ticketing**
- **Clubs and Event Promoters have access to real time sales data and ticket information**

**Want to Learn More About Our Event Ticketing Solutions?**

**Get in touch today at [www.dczambia.com/demo](http://www.dczambia.com/demo) or email [info@booknowzambia.com](mailto:info@booknowzambia.com)**

### About Book Now Zambia

Book Now Zambia Ltd is a wholly owned subsidiary of DotCom Zambia. DotCom Zambia prides itself as company that is focused on building solutions for the Zambian Market using ICT and providing a world class customer experience.

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