CRM and Ticketing Systems Overview and Recommendations

The pros and cons of the leading CRMs and Ticketing systems aimed at performing arts organizations.

THE OWOSSO COMMUNITY PLAYERS

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Vendini

Pros

1. Potential to have a good experience on mobile and desktop
2. Can do ticket sales through Facebook
3. Choose-your-own-seat interface is a bit better than the others

Cons

1. Would require box office and administration to switch to Apple devices to get the best experience.
   a. Development team focuses on their iOS offerings, so desktop portal reportedly suffers more bugs, less updates, worse interface.
   b. The CRM portion designed with mobile iOS in mind, interface through browser suffers.
      i. Limits robustness / functionality due to mobile design constraints / methodology
2. Less robust reporting than others, CRM aspect less of a focus
   a. Would require more leg-work in the beginning to create the reports we need / want
3. Some bad experiences using their ticketing service

Choice Ticketing

Pros
1. Very robust reporting options
2. Very flexible checkout options

Cons
1. Solution looks and feels old
   a. Would be a huge learning curve and even when it works it's slow and a pain
2. Interface for buying tickets online is awful
3. Website integration is very jarring
4. CRM features are harder to access and not as powerful

Spektrix

Pros
1. Easiest to use on the back end
2. Almost always quality purchasing experience
3. Very robust CRM capabilities and integrated marketing tools
4. Automates many administrative and box office functions
5. Reporting is robust and easy to make use of

6. All-inclusive fee includes all possible interactions less credit card fees

Cons
1. Setup process is a bit more involved (slightly longer estimate than most) 9 – 12 weeks
   a. Hopefully, since this is my dedicated project, it will possible to get it done as fast as possible for the new season.
2. Potentially to be poorly implemented, Spektrix support should help prevent this

Eventbrite & Salesforce

Pros
1. Very sleek interface for patrons buying tickets
2. Sell tickets on Facebook Official Events
3. Quickest Implementation time

Cons

1. CRM integration is lacking, and separated from ticketing
   a. Captures less data,
   b. Requires sync
   c. Not performing arts focused, missing relevant data for fundraising / engagement
2. In general, not Performing Arts focused

Notes
- We or our patrons pay 16,657.9 for our current system.
- Assuming an increase in ticket sales and membership target is met, Spektrix = 13,650
  o Cost more than covered by keeping current online ticket fee.
    ▪ I recommend raising prices eventually to equalize online and other prices to promote online sales, reducing hassle for box office and administration
- $800 for printer regardless of option
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