

TeamCard Arts is a membership solution specifically designed to meet the needs of the theatre sector. Its purpose is to identify theatregoers and convert them into regular customers by providing a value-added membership that rewards their participation and encourages further attendances.

Features include; comprehensive membership management, a loyalty scheme and a complete suite of data reports to facilitate CRM initiatives. Further enhancements will include, subject to the venue infrastructure, an e-cash and e-ticketing capability.

The principle of operation is very simple; theatregoers will be encouraged to join TeamCard Arts on the basis of the features and benefits outlined below. They will then be sent an attractive card that incorporates a unique member number and barcode. This will enable every interaction between members, theatres and partners to be recorded thereby creating an invaluable database enabling strategic marketing and targeted promotion of forthcoming events.

Membership



Participating theatres can recruit members to TeamCard Arts in several ways including; extracts from existing databases, registration leaflets available in theatres and via a recruitment landing zone on the TeamCard Arts website. Once the registration data has been captured, cards can be centrally fulfilled to the members with a scheme description and any other TeamCard Arts collateral directly to the member's home address.

Members then initialise their card at the TeamCard Arts website which will have their registration details pre-loaded. The site will include; a schedule of forthcoming shows, exclusive members-only offers, peer group attendance incentives and of course; access to the TeamCard partners for participation in the loyalty scheme.

Loyalty

TeamCard Arts does have a key advantage over any conventional membership proposal, as the supplier already has an operational reward programme established with both online partners and national high-street brands.

Members can use their card when transacting with the full spectrum of partners that cover just about every sector of every day purchases. Every transaction will earn points, each of which is worth 1p. Members can see all of their balances and transactions online at any time.



Let us show you that loyalty schemes are no longer the exclusive domain of the large nationals.

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The purpose is to create an incentive currency (points) on several levels, i.e. points can be earned for theatre attendances, other promotional activity and of course via the loyalty site for everyday purchases. All points, regardless of where they were earned can be redeemed for their cash value at any of the theatres when purchasing goods, merchandise or tickets. This effectively creates a marketing funnel to drive transactions back to the theatre sector. (see loyalty in action at www.teamcard.co.uk - login as guest)

Full reporting and management suite



The scheme operator has full visibility of all activity from registrations by demographics, to theatre and loyalty participation levels. The other stakeholders, members and retail partners, have secure and instant web-access to view only their related activity. The reporting functionality can be restricted depending status and privilege rights within the various organisations. (DPA compliant).

At individual theatre level, managers can access behavioural data within their catchments area which can be further enhanced when integrated with CRM systems to strategically communicate and encourage member attendance and activity. There are several methods of targeted communication, including homepage bulletins, email, SMS and of course, by post.

E-cash & E-ticketing

As the card is in effect a unique identifying media for each individual member, its use can be extended to be an entitlement media for pre-arranged transactions such as ticketing and e-cash.

These features do have an operational dependency on systems integration with the box-office and point-of-sale (POS) software to ensure that any pre-loaded entitlement is present with the systems when the membership card is presented.

For e-ticketing, tickets can be purchased remotely, with entitlement held in the box office system against the member's card number. On attendance, the barcode on the card is scanned, the entitlement and seat location confirmed and entry is granted. E-ticketing reduces operational costs and fraud, as there is no ticket printing or fulfilment costs and counterfeits are easily dismissed by the system.

E-cash is operationally enabled by members pre-paying a value into their membership account which is held within the theatre POS systems. When they are at the theatre making consumable purchases, presenting their card identifies their account and the value is removed as payment.

This has a number of advantages that include; speed of service, convenience and advance treasury for the venues. In addition, any points already held by the member can be effectively added to pre-loaded cash for additional spending value.

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Theatre & Arts Membership

TeamCard Arts has been carefully and imaginatively conceived to attract, encourage and retain theatregoers. Clients should take some confidence from the fact that the supplier has fifteen years experience of membership and card based transaction systems, examples of which can be demonstrated.

TeamCard Arts is a unique blend of passion, commerce and technology – the case for proceeding is simply compelling for the theatre sector and will demonstrate the value they place upon their customers.

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