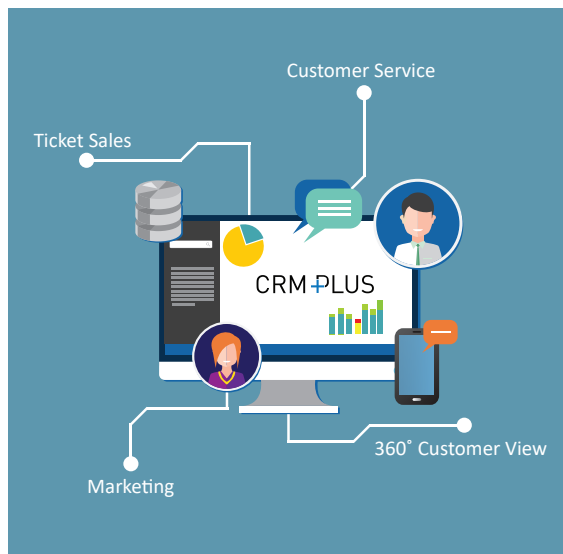# CRM Plus | Powered by Galaxy

360 CUSTOMER VIEW.
1 SOLUTION.

Increase revenue and deliver amazing customer experiences.

CRM Plus | Powered by Galaxy combines the power of customer relationship management with the wealth of data captured through our Galaxy® point-of-sale software.

Armed with this insight, you'll be empowered to create personalised and meaningful communications with your visitors. Develop and nurture these relationships to turn today's casual guest into an annual passholder or member and then donor.

REAL-TIME SINGULAR VIEW OF EACH VISITOR
- Develop your visitor engagement and development strategies
- Deliver your communications through integrated email, social media and marketing products and experience a complete feedback loop
- Identify preferred communication methods and effective messaging
- Analyse data throughout your venue in real-time to react to current and evolving customer demands

ENGAGED CUSTOMERS PURCHASE MORE
- Keep guests informed of products and experiences relevant to them
- Create highly targeted communications through powerful segmentation tools
- Define new online and offline offerings for your diverse customer and visitor base

Contact us today.

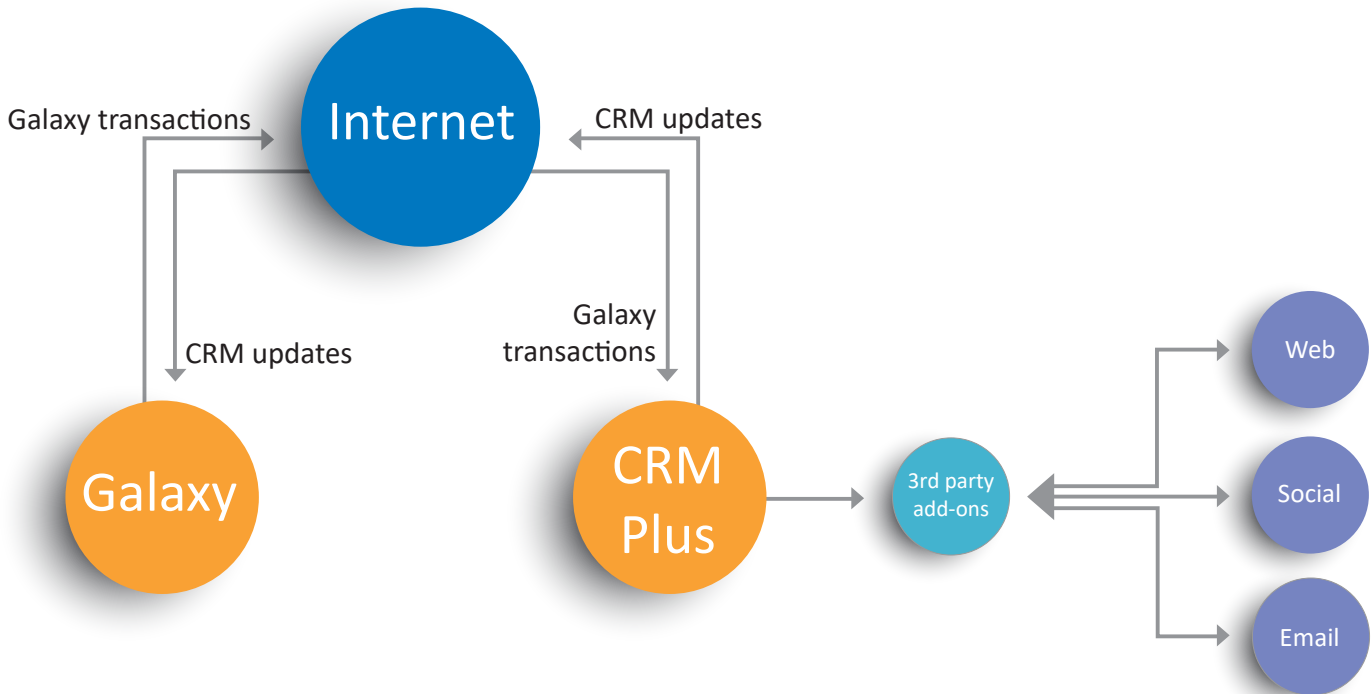gatewayticketing.co.uk | info@gatewayticketing.co.uk | +44 (0) 207 912 2022

2 Berghem Mews, Hammersmith, London W14 0HN

Gateway
TICKETING SYSTEMS®

360 Customer View. 1 Solution.

CRM PLUS | POWERED BY GALAXY PROVIDES:

- Highly configurable platform upon which to base all visitor and stakeholder management capabilities
- Seamless integration with Galaxy ensuring that all related purchase and usage information is available for action
- Powerful, configurable workflow engine that enables the automation of visitor engagement tasks such as pre- and post-visit email generation and delivery
- Insightful segmentation capability that allows for visitor groupings to be identified and addressed, such as sending an email to all people who purchased tickets last year but haven't yet this year
- Simple integration to Microsoft Outlook to easily track incoming and outgoing email conversations, and the conversion of emails into customer service contacts
- Smooth integration to online marketing solutions for tracking email and planning, launching and tracking social media campaigns
- Compelling data visualisation and list generation tools that display relevant metrics in real time

Gateway
TICKETING SYSTEMS ®