

## Strings Music Festival Increases Online Ticket Sales by 200 percent with SRO<sup>4</sup>



Strings Music Festival of Steamboat Springs, Colorado, has provided the finest music performances to Northwest Colorado for 26 years. Strings presents more than 75 performances of classical music, jazz, rock, country, bluegrass, world rhythms, and many other genres every summer. Artists include Grammy award-winners and nominees, major competition winners, and principal players from the most renowned orchestras. Strings presents a diverse line-up of artists and programs, attracting a wide variety of music preferences and age groups.

### Challenge

Strings Music Festival relied on three separate software systems for constituent management, ticket sales, and payment processing. The organization was outgrowing its current systems' ability.

Only 17% of all ticket sales were purchased online. Because the existing ticketing system would not allow customers to choose their own seats, Strings was forced to stop selling tickets online as performances approached sellout, and staff had to manually manage ticket sales in order to handle seat requests. This resulted in an increase in phone orders, which meant more work for the box office.

Due to the use of separate systems, the box office process was very time consuming and manual. Once a customer purchased tickets, there was an internal 10-step process for the box office to fulfill the order.

If an event detail had to be changed, it had to be changed in numerous places. These multiple touches, within multiple systems, were time consuming and error prone.

### Solution

Strings Music Festival selected SRO<sup>4</sup> because its advanced functionality addressed its need for ticketing, payment processing, online seat selection, and information updating in a single system.

SRO<sup>4</sup>'s dynamic ticket pricing allows staff to update ticket pricing on both the external website and in the internal systems with a single click. This capability reduced the amount of errors and steps required to make a change.

With SRO<sup>4</sup>'s universal licenses, staff could train additional employees to assist during busy months at no additional cost.



### Results

Since going live with SRO<sup>4</sup>, Strings has seen a 200% increase in online sales. The organization expects this number to continue to increase through awareness and marketing campaigns.

Plus, the staff has seen a significant decrease in the number of steps required to sell a ticket. Before purchasing SRO<sup>4</sup>, it would take more than 10 steps through different systems to process a single ticket purchase. With SRO<sup>4</sup>, a staff member simply prints and mails the tickets if the client chooses that option.

Before SRO<sup>4</sup>, box office staff would spend three to four hours on ticket orders. Now, they spend only 30 minutes per day.

SRO<sup>4</sup> has also streamlined event announcement and ticket pricing. An event is created once in the back end and instantly updates to the website. This has increased productivity and minimized errors.

Finally, Strings' staff is able to use the rules engine to create meaningful marketing email campaigns. They are able to reach clients with information that is relevant to their individual interests based on their past purchases.

**“Our online sales have increased 200% since moving to SRO<sup>4</sup>.”**

— Elissa Greene, Director of Artistic Administration, Education and Technology, Strings Music Festival

