

Royal Exchange Theatre

How Spektrix will build collaboration between departments at Manchester's groundbreaking producing theatre.

Shared ambitions

The Royal Exchange had already begun a journey of business transformation when lockdowns began in March 2020, and was one of the first venues to see the potential for positive change to come out of its enforced closure. Within a month, the team took the decision to close until autumn, and began talking to Spektrix in earnest. They were excited to discover how a new CRM system could support collaboration across marketing, fundraising, visitor experience and participation teams.

The technology already in use required substantial IT support, and team members struggled to navigate its complex interface. They quickly saw that Spektrix could bring more intuitive tools and insight, supporting KPIs and shared strategic goals across the organisation, and by September, they were live.

Audiences will benefit from a more streamlined online experience, clearer guidance for seating options in the Exchange's unique auditorium, and more personalised communications, rewarding loyalty, targeting potential members and making personalised donation asks based on patrons' interests and giving history.



- 750 seat auditorium in the round with a separate studio space
- Productions, engagement work, events and catering share the space
- Memberships, subscriptions and individual giving provide vital support

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With community activity continuing online and performances due to restart this summer, the Royal Exchange team are excited about streamlining their internal processes. Their ambitions include:

- Combining front of house and box office into a multi-skilled Visitor Experience team
- Creating efficiencies and increasing system access across the organisation's marketing and development teams, producing and engagement work
- Increasing online sales, season ticket subscribers and overall revenue.

UNITING TEAMS

Honesty & transparency

Director of Business and Operations, Sheralee Lockhart, led the Royal Exchange's review of its systems and the choice of Spektrix. She began by talking to colleagues at Leeds Playhouse and Contact Theatre, finding out how organisations already using Spektrix benefitted from its ease of use, powerful features and comprehensive support.

Inspired by those conversations, she got in touch with Spektrix and spoke to James in the business development team at Spektrix. Unlike some other sales teams she'd encountered, Sheralee was pleased to find that James and his colleagues were patient and thorough, taking time to explain both technical features and strategic impact and to honestly critique the system's fit with her team's priorities. That integrity, along with a clear pricing structure without additional licences or hidden costs, helped her answer colleagues' questions and bring the whole team on board.

“Spektrix have been incredibly flexible and responsive, working as a partner rather than a supplier, which is a much needed approach.” Sheralee Lockhart, Director of Business and Operations

A genuine partnership

Spektrix is in active use across the Royal Exchange, even though tickets aren't back on sale yet. The team are building a strong relationship with Spektrix, first through their implementation project manager and later with the support, training and consultancy team, who were happy to adapt training sessions to their specific needs and help them focus on CRM strategy, simplifying tags and attributes and better reflecting the importance of learning within the organisation.

Next, Sheralee plans to bring together Spektrix users across Manchester to form a 'hive' including HOME, Contact Theatre, The Stoller Hall, Hope Mill Theatre and more. With previous systems, she's relied on user groups like this to fill gaps in system knowledge and support; here she sees it as an opportunity to explore strategic collaboration, directly supported by the Spektrix team.

IN BRIEF

- A successful CRM strategy looks beyond marketing and ticketing to build connections with audiences at every touchpoint.
- A genuine technology partner will work as an extension of your team, helping you use digital tools to support both day-to-day growth and strategic development.
- Ask for references and seek impartial advice when choosing a system, to guarantee that existing users are seeing all the benefits you've been promised.