Fox Tucson Theatre

TUCSON, AZ

Seats: **1,200**

Annual patrons: **75,000+**

Fox Tucson switched to Spektrix for the opening of their 2019/20 season, giving staff and patrons six months to enjoy the benefits of the system before theaters closed the following spring. In this time they focused on learning the system, revisiting booking fees and donations, and better tracking audience behaviors.

Customer confidence

"**I love the way customers interact with Spektrix**. They can see that they're staying within the website, they can look at the seat map and understand the fees. It just seems to really make sense to them."

Emily Pratt is Box Office Manager at Fox Tucson. Since they went live with Spektrix, she's seen a visible increase in the number of customers booking online, buying for multiple events, and making donations along the way. With a split level auditorium and up to five price bands for some events, it still proves easy for patrons to select seats and find the information they need.

With Spektrix, the entire purchase pathway stays on the theater's website, with live event information displayed using embedded iframes. That'sreassuring for patrons, who know they're sharing their data with an organization they trust - and for the box office team, it means far fewer customers needing help with their transactions. When the occasionall call does still come through to them, they can pick up a live transaction and complete it from the box office, providing a great customer experience.

For development and marketing staff, meanwhile, the onsite purchase pathway makes it easier to track audience behavior all the way from homepage to payment. That insight can inform personalized campaigns to drive ticket sales and donations, with automated customer lists and a choice of 45 standard reports to help target content and track success.

"My favorite thing is that **I can take over transactions** - whether it's a customer or one of my colleagues because we're trying to work something through."

Smooth setup

Many of Fox Tucson's casual box office staff have been out on furlough for the last 13 months. When they returned for this season's launch, they were able to pick up the system again almost instantly.

"It's been over a year for most of my staff, and **it took less than 30 seconds** for any of them to reintegrate themselves with Spektrix."

Emily's equally delighted with the ease of using Spektrix and the speed of setting up and amending events. By building up events in a series of layers, from seat maps to price lists, she can make universal changes to fees, layouts or seat holds in seconds.

"If I make a change to a standard hold map or masked seats **I can update every single show in an instant**. That saves not just minutes but potentially hours."

Even when Emily's changing price bands or holds for a single show, she loves how the selection tool in Spektrix make it easy to "scoop up" rows or blocks and apply changes, rather than clicking seats one by one.

SPEKTRIX

Honest and supportive

When Fox Tucson gave notice to their previous ticketing supplier, they were given only a very small window in which to complete the switch to Spektrix.

"And the entire team at Spektrix just rose to the challenge, and were **honest and supportive and determined at every step of the way**. It's very comforting to know that kind of determination is behind you."

"They don't only direct us to certain classes, but look at the project we're trying to figure out and suggest what we might need. And when that brings up new questions, **the team is constantly there to suggest an answer**."

That level of determination and support has continued since the transition, as team members have weaned themselves away from the idea of separate marketing and ticketing systems, and learned to work more collaboratively within Spektrix. Training, support and consultancy is all-inclusive for Spektrix users, and the Client Success team has worked with Emily and her colleagues to proactively suggest solutions and opportunities along the way.

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