SPEKTRIX

CASE STUDY

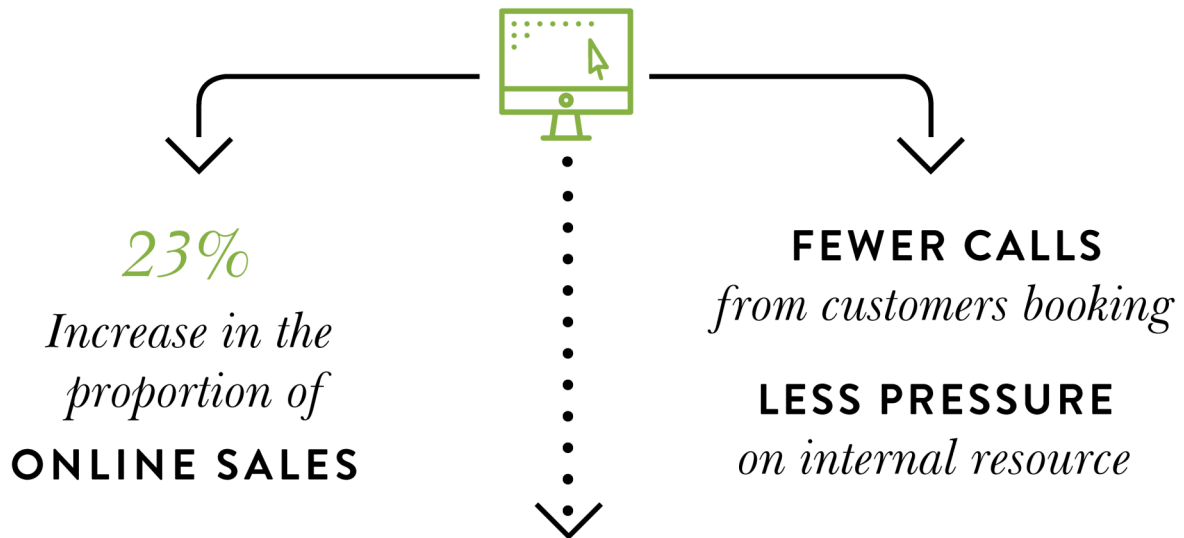## The Impact of Spektrix on Regent's Park Open Air Theatre

Regent's Park Open Air Theatre is a London landmark. Its 1,250-seater outdoor auditorium gives audiences the opportunity to experience live theatre in a unique and unpredictable setting. But it's not just about the amazing atmosphere. The theatre is about remarkable storytelling too, staging modern classics, musicals, Shakespeare and shows for younger audiences, as well as one-off music, comedy and film events. As a registered charity, the theatre is entirely self-funded with ticket sales accounting for over 90% of income.

Contents

THE IMPACT OF SPEKTRIX ON REGENT'S PARK OPEN AIR THEATRE

23%
Increase in the proportion of
ONLINE SALES

FEWER CALLS
from customers booking

LESS PRESSURE
on internal resource

SUPPORT

"The support we receive from Spektrix is excellent. Whether it's a quick question via phone, advice on more complex set ups or the opportunity to discuss ideas and how best to achieve them, the support staff are always helpful, efficient and friendly too!"
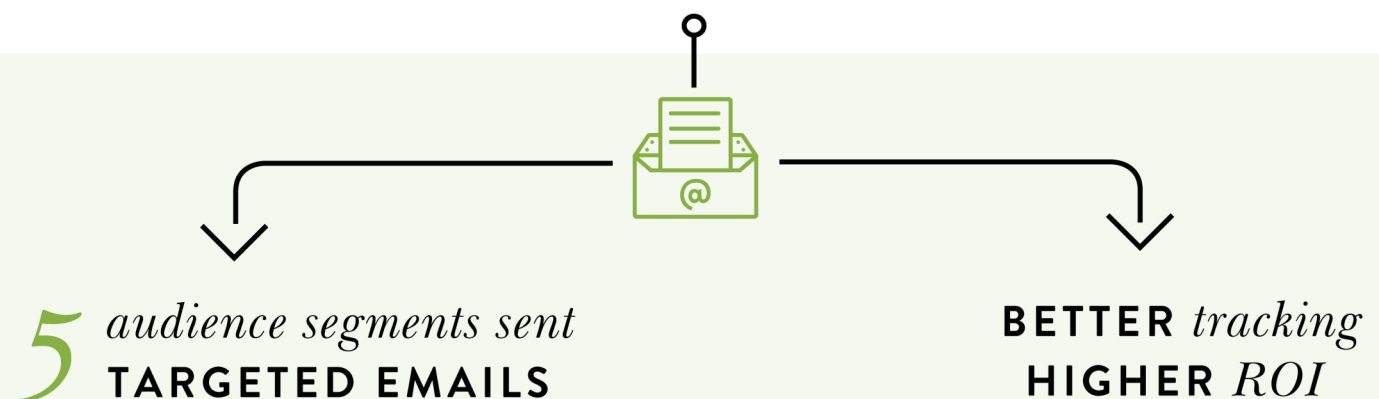*- Rachel Daniel, Deputy Head of Visitor Services and Estates*

SECONDARY SPEND

£112,412.35

Value of food and drink sold half-way through 2015 season

5 *audience segments sent*
TARGETED EMAILS

BETTER *tracking*
HIGHER *ROI*

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BACKGROUND

In 2013, the team at Regents Park Open Air Theatre approached Spektrix with two goals in mind. Firstly, they wanted their website to respond to customer feedback about the online ticket purchasing experience. Secondly, they wanted to see audience and sales metrics and to be able to act on these in real time. At the same time, they took a new CRM system as an opportunity to refresh their website design, which included integrating Spektrix's purchase path into their site.

Regent's Park Open Air Theatre went live with Spektrix in November 2013, just before launching their 2014 season. Two years on, Spektrix have worked with an independent consultancy, Silver Sea Consulting, to explore the impact of Spektrix on their business since going live, including how specific tools have helped them achieve their objectives. Regent's Park Open Air Theatre are delighted with the improvements that Spektrix has made, both internally and for their customers.

A note on the methodology

The Spektrix Support team trained Silver Sea Consulting on the system who then met with the team at Regent's Park Open Air Theatre to talk through their business objectives. This case study includes the results of high-level data analysis Silver Sea Consulting conducted to measure the impact of Spektrix, and the results of an email marketing project.

SILVERSEA

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ONLINE SALES

Before moving to Spektrix, the proportion of online sales made on the Regent's Park Open Air Theatre website was growing very slowly, year-on-year. The dotted trend lines indicate that they had forecasted minimal growth in online sales in 2014 and 2015.

Forecast Value by Sales Channel
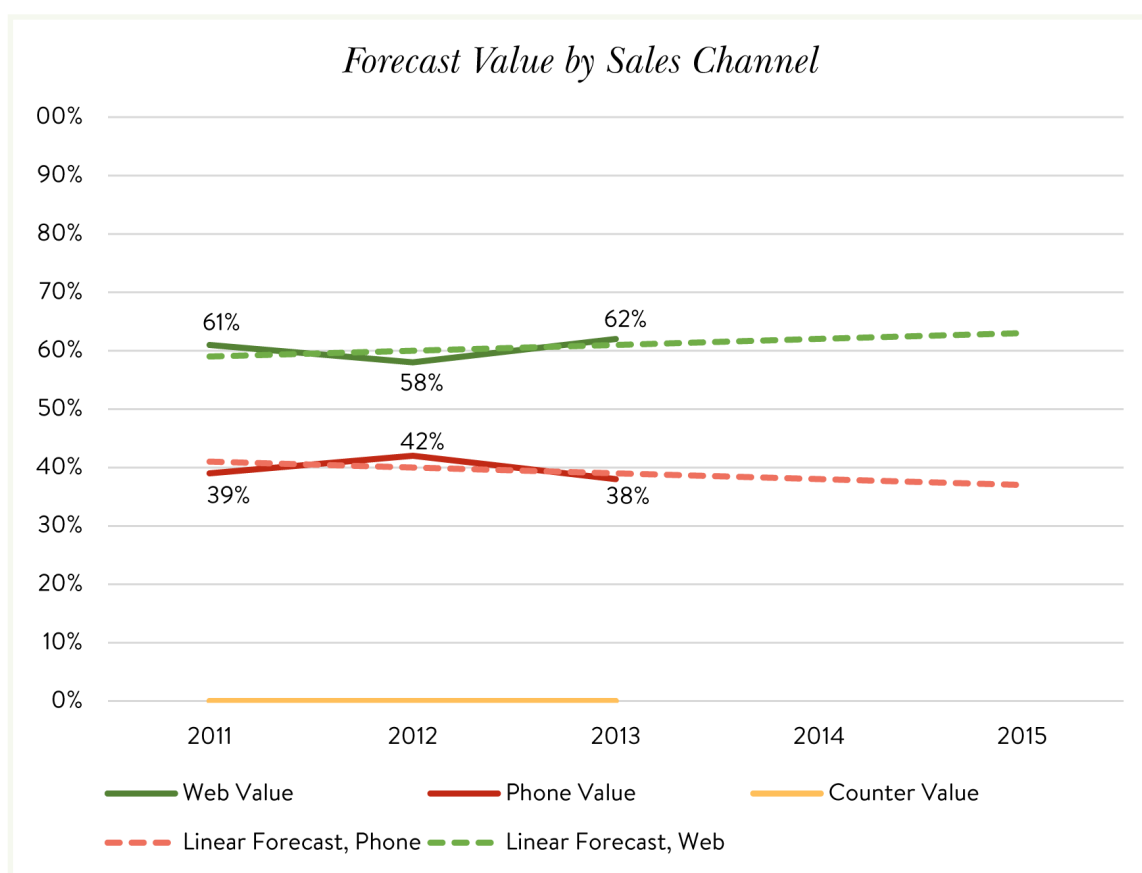
Source: Customer behaviour analysis report (excl. ticket levy and ticket commission) plus linear forecast line from Excel

But since implementing Spektrix, the proportion of the value of sales made online has grown significantly, far exceeding their original forecasts. The data below shows that 76% of the value of sales were made online for their 2015 season between January and July — which is a 23% increase since moving to Spektrix.

Value by Sales Channel
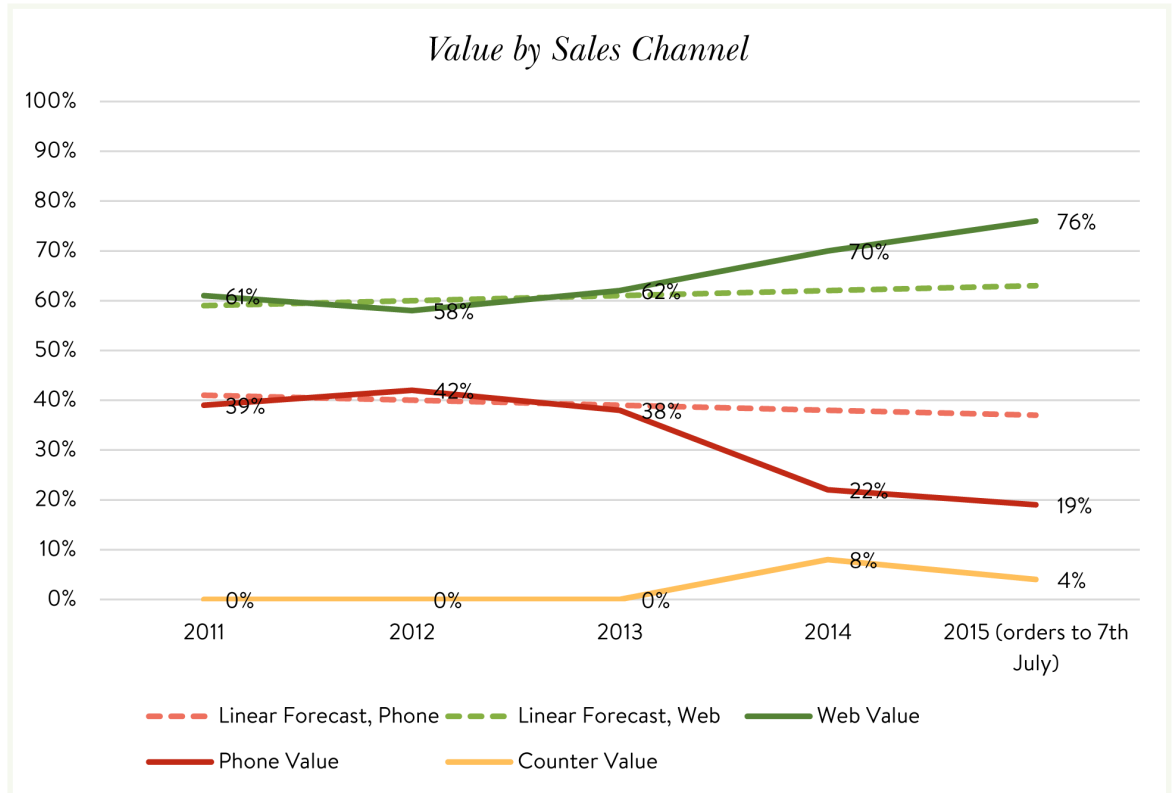
Source: Customer behaviour analysis report (excl. ticket levy and ticket commission)

Integrating with Spektrix's online booking path has improved the online customer experience, allowing the team to capitalise on their audience's increasing preference for online purchasing. This has had a positive knock-on effect on efficiency; less staff resource is needed to manage bookings by phone or in person. They have also seen a significant reduction in calls from customers experiencing issues buying tickets online in comparison to their old website and CRM system.

"Spektrix has made our lives so much easier. Our online booking journey is now much clearer and has resulted in a better experience for our customers."

– Rachel Daniel, Deputy Head of Visitor Services and Estates

SUPPORT

Spektrix provide day-to-day support as well as training and custom report-writing through its dedicated support team based in the UK. As well as the financial benefits of moving more of their business online, Regent's Park Open Air Theatre have been very impressed by the support and account management services that Spektrix offer.
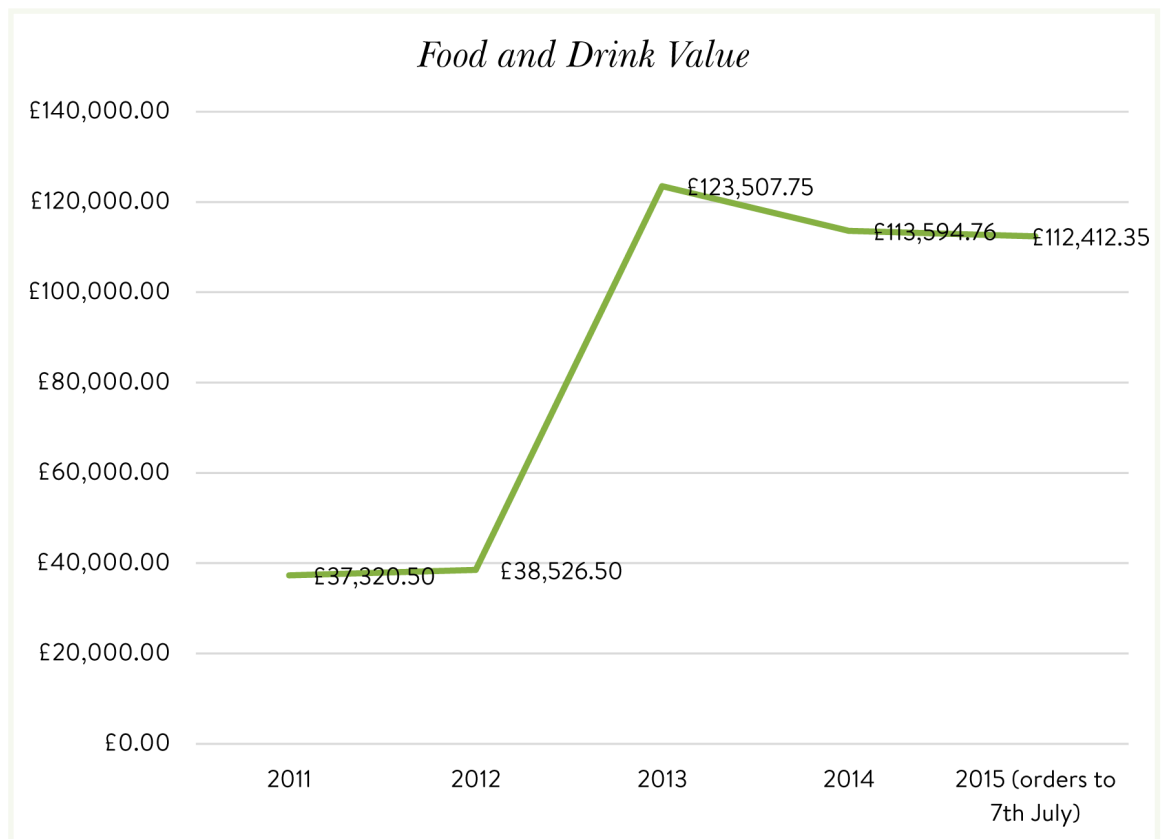
"The support we receive from Spektrix is excellent. Whether it's a quick question via phone, advice on more complex set ups or the opportunity to discuss ideas and how best to achieve them, the support staff are always helpful, efficient and friendly too!"

– Rachel Daniel, Deputy Head of Visitor Services and Estates

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SECONDARY SPEND

With the theatre's unique location, secondary spend was a prime area for growth. As a result, being able to sell food and drink packages or other add-ons was a priority when looking for a new CRM system. Spektrix includes cross- and upselling tools which can be quickly deployed across all channels, without any custom work to the website. The team have been using these tools to help drive revenue from catering packages. In 2013, they sold £123,507.75 worth of food and drink which dipped in 2014 after poor weather resulted in lower audiences. However, halfway through the 2015 season, they were well on track to achieve their highest ever income from their catering packages.

Food and Drink Value

£140,000.00

£120,000.00 — £123,507.75

£100,000.00 — £113,594.76 — £112,412.35

£80,000.00

£60,000.00

£40,000.00 — £37,320.50 — £38,526.50

£20,000.00

£0.00

| 2011 | 2012 | 2013 | 2014 | 2015 (orders to 7th July) |

Source: Ticket sales breakdown for 'Food' price band (2014-15) or relevant food 'events' (2011-13). Excl. ticket levy and ticket commission.

"Using Spektrix's upselling features we are able to offer our catering packages in a much more direct way online, enabling our customers to plan and book their whole visit in one simple transaction." – Rachel Daniel, Deputy Head of Visitor Services and Estates

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IN DEPTH: EMAIL SEGMENTATION AND REPORTING

Before moving to Spektrix, Regent's Park Open Air Theatre couldn't track the impact of their direct marketing, so following the change in system, they wanted to focus on increasing the ROI of their email marketing campaigns. With Spektrix, the team can simply and easily segment their customer data, while the reports available in both Spektrix and Dotmailer enable them to measure the impact of this segmentation for the first time. The time investment in conducting such targeted marketing only made sense if they were able to see a corresponding increase in sales.

Example segmentation

Regent's Park Open Air Theatre announced their 2015 season to their database in December 2014. They grouped their customer data into five different segments and tailored the content and messaging of their emails based on each segment's previous booking history. Below are the five segments that they identified, based on event genre:

> 'Porgy and Bess' 2014 bookers

> 'Lord of the Flies' and 'To Kill a Mockingbird' bookers

> Previous drama bookers

> Family shows and 'Into the Woods' bookers

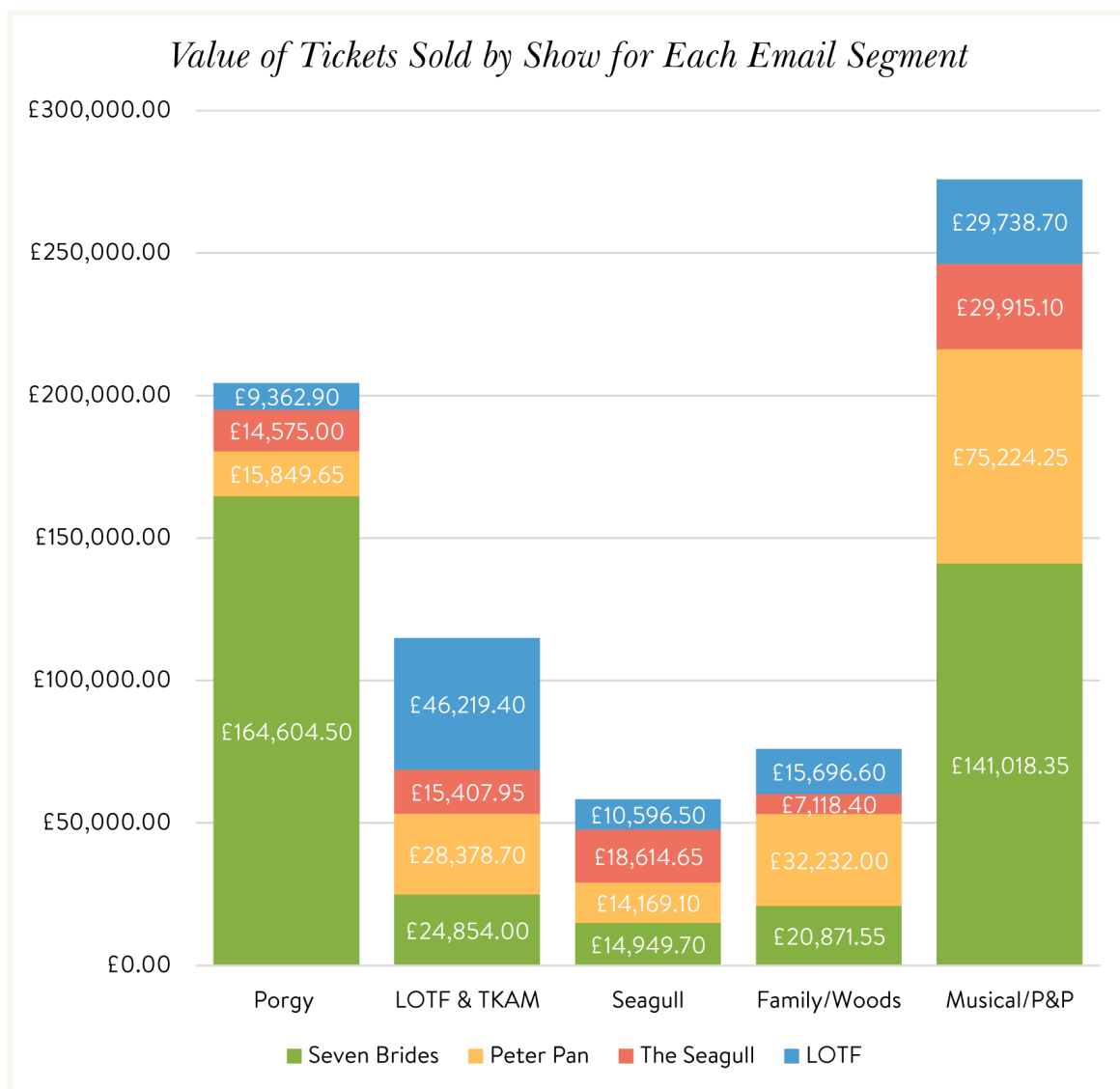> 'Pride and Prejudice' and musicals bookers

"Using Spektrix's reporting and segmentation tools we have been able to track our email marketing in a way we have been unable to before. We are able to report on how our marketing is engaging our customers and target future campaigns based on this data. This has already resulted in more customers engaging with our emails and going one step further and purchasing tickets."

– Rachel Daniel, Deputy Head of Visitor Services and Estates

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The results

Each of the customer segments behaved exactly as Regent's Park Open Air Theatre predicted, with the target event for each segment (e.g. targeting 'Porgy and Bess' 2014 bookers with the musical 'Seven Brides for Seven Brothers') generating the highest proportion of sales for that segment.

Value of Tickets Sold by Show for Each Email Segment

	Porgy	LOTF & TKAM	Seagull	Family/Woods	Musical/P&P
LOTF	£9,362.90	£46,219.40	£10,596.50	£15,696.60	£29,738.70
The Seagull	£14,575.00	£15,407.95	£18,614.65	£7,118.40	£29,915.10
Peter Pan	£15,849.65	£28,378.70	£14,169.10	£32,232.00	£75,224.25
Seven Brides	£164,604.50	£24,854.00	£14,949.70	£20,871.55	£141,018.35

Legend: Seven Brides · Peter Pan · The Seagull · LOTF

Source: Customer behaviour analysis report (excl. ticket levy and ticket commission) for each customer list.

In addition, reports such as the ROI and Customer Behaviour Analysis reports in Spektrix, and the Campaign Comparison report in Dotmailer make it easy to compare the performance of each segment.

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> ## CONCLUSION
> ## AND NEXT STEPS

Spektrix's implementation at Regent's Park Open Air Theatre has been a genuine success. As well as having a positive financial impact, it has also positively impacted the team and their customers who have reported increased satisfaction using the new system. Spektrix has helped the team make great strides towards achieving their key business objectives, and results will only improve further as they become more familiar with the system and how to use it to its fullest potential.

Based on the initial success of the email segmentation project, Regent's Park Open Air Theatre are working with Silver Sea Consulting on another wave of segmented email activity, using Spektrix to target customers based on their engagement with previous emails (e.g. customers who clicked on a link for 'Seven Brides for Seven Brothers' but didn't go on to purchase tickets). This campaign will include sending a control email with generic messaging to a portion of the unsegmented dataset. This will allow the team to measure the value of the segmentation and use this to inform their future email marketing strategy.