



### About Watermill Theatre

Founded in 1967 the Watermill Theatre in Newbury has progressed into the top league of regional UK theatres with many shows produced at the theatre transferring to London or touring throughout the UK or overseas.



### Issues and Challenges

The Watermill decided that their incumbent platform was inhibiting the business from growing and needed to fully exploit online marketing techniques that would enable them to communicate with a wider audience in order to increase overall ticket sales.

They sought a platform based on a Customer Relationship Management (CRM) tool that could capture patron data to automate many of their planned e-marketing campaigns and incorporate a ticketing solution that would simplify the tasks of their busy Box Office staff via an easy-to-use tool that will rapidly process customer bookings. In short, they needed a tool that could take their business to a new level with un-hindered growth to their bottom line.

### Customer Requirements

In implementing a new Box Office solution The Watermill Theatre created a set of criteria that had to be met:

- The solution will produce an overall increase in ticket sales
- The ticketing, CRM and online capabilities will integrate seamlessly
- 270,000 prior patron and booking records must be migrated to the new system
- The system had to be able to grow with their business and be scale-able to accommodate multi-organisation, venue, area and production requirements
- The core system would be based on industry-standard software and not one that is proprietary with associated risks of being “locked in”
- The user interfaces will be simple, the Management Reports will be extensive

*“For many years we have been working with a slow and outdated system requiring us to have a knowledge of SQL programming which hindered our marketing activities. We now have a system that is not only user friendly, but enables our box office team to process bookings more efficiently which can only be of benefit to our customers and our revenue.”*

Jan Ferrer, Marketing Manager

*"NEAT has enabled us to monitor our ticket sales quickly and easily, alongside giving us the ability to access a range of reports which are critical to the effective management of the theatre."*

Hedda Beeby, Artistic & Executive

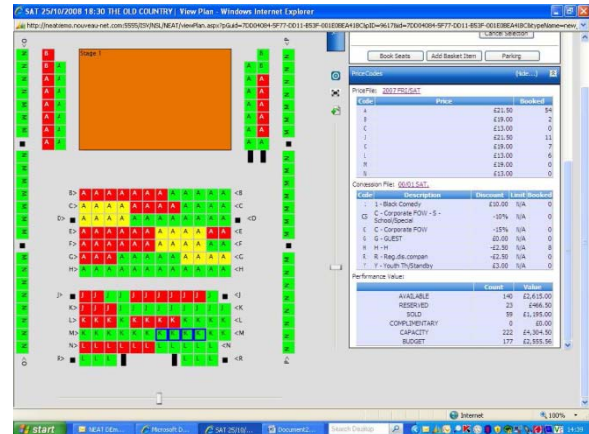
## Solution

Nouveau Solutions combined their long-term expertise in ticketing systems that originated with RITA for the Royal Shakespeare Company with their proven skills in CRM using the industry-leading Microsoft SQL server and Microsoft Dynamics CRM platforms to create a powerful, flexible and scale-able solution that is first and foremost designed to manage patron relationships via personalised, intelligent marketing programmes.

By building NEAT on Dynamics V4 it met The Watermill's scale-ability requirements (and far beyond) and, using an Open Standards platform, assured long-term development and support. The comprehensive ticketing solution automated the entire reservation and booking process via a user interface that was especially easy to use. Crucially, patron records could be automatically manipulated in a wide variety of user-specified formats for subsequent e-shots or marketing campaigns for current and future events, with reports covering success rate and financial gain.

The customer-facing web portal was designed to meet the needs of a user-friendly self-service booking tool with the ability to customise it according to specific productions.

By creating simple scripts Nouveau were able to migrate all the theatre's patron and booking records which then formed the basis of their new marketing database.



## Result

NEAT was deployed at the Watermill Theatre in September 2008.

Customisation of the web portal, documents, tickets and reports to The Watermill's preferences were completed in parallel to the installation. All Box Office, Marketing and Management personnel utilise the same integrated database that interfaces with MS Office as a single business tool. Via pro-active use of Dynamics CRM, NEAT will help The Watermill to achieve its business growth objectives through increased ticket sales.

