

# TOR Systems

More than just ticketing





## About us

Are you looking for a ticketing company that has real life operator's experience within the sector, understands your operational and commercial requirements and has a ticketing, booking, retail and CRM solution which is used effectively in many of the UK's top attractions?

TOR Systems provides you with the solution you need to build the best visitor attractions.



We will work with you in order to improve your visitor experience, maximise potential revenues and access valuable visitor data. With our help you will be able to build sophisticated customer records, report on all activity and enable an effective marketing and customer relationship management strategy.

TOR Systems has had the privilege of supplying ticketing solutions to many major attractions since 1981. Since that time the system has been developed to meet changing system and operational requirements across our wide customer base. TOR's Maxim offers a high-performance solution which supports high-volume admissions, retail, timed and capacity related activities such as tours or educational programmes, and seated events, all in real time.

At Maxim's core are flexibility, stability, speed and ease of use. Built upon this are its innovative design and functionality that set us apart in the sector.

Maxim uses industry standard software and is continuously developed to keep up to speed with changing technology.

## How can we help?

Behind the Maxim Solution lies a UK-based business with a wealth of expertise in the design and delivery of high quality software, as well as hands-on experience in the commercial and operational aspects of managing visitor attractions of all types.

Our honest and open approach, our reputation and high standing within the sector, the ability to listen and take on board feedback and our continued efforts to provide high-quality support are just some of the key reasons for the long-term partnerships with our customers.

**If we can help with any of your current or future ticketing, booking, retail or CRM requirements, do not hesitate to contact us on:**

**[sales@torsystems.co.uk](mailto:sales@torsystems.co.uk)**  
or call **+44 (0)1782 644755**

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# Online Ticketing and Booking

Customers can easily book to visit your attraction on any device in real time with MaximWeb.

The responsive site is dynamically designed so that it changes to fit the size of the customer's device, providing a clearer page view and improving the online user experience.

MaximWeb incorporates your own branding and wording throughout. It is not simply a link to an external ticket sales web page, but an integral part of the Maxim solution.

All sales transactions and ticket allocations that take place through the online platform instantly update the Maxim database. It holds ticket capacity across all sales channels while the customer is booking, thereby ensuring that there are never over or under bookings.



## Key Features and Benefits

### Online Promotions

Online promotions allow you to offer discounts to customers based on multiple parameters, such as buy one get one free, money off or percentage off.

Promotions can either be a generic code which is designed to be passed around for maximum usage or individual codes which can only be used once by the specific recipient.

### Gift Vouchers

Gift Vouchers can be sold and redeemed through all sales channels.

This provides an excellent commercial opportunity to maximise the gift market, without any additional administration cost incurred by the organisation.

Gift vouchers can be personalised with the inclusion of individual messages.

### Upselling

MaximWeb provides opportunities to upsell during the online customer journey.

The items are configured by the organisation so that they relate specifically to the tickets customers add to their basket.

### Variable Pricing

Attractions can opt to have different priced tickets dependant on the number of days/ months customers are booking in advance.

This allows the organisation to maximise commercial opportunities.

### Ticket Delivery

Most organisations prefer to have tickets sent to customers in the form of e-tickets, however, postal or collection can also be configured.



## Gift Aid

Maxim provides the functionality to easily accept Gift Aid on any device via all channels.

The capture of Gift Aid under the HMRC regulations is full audited and reported upon.

## Retail

Retail items can easily be bought online, which provides organisations the opportunity to sell items such as audio guides and guidebooks which are often the more likely pre-visit retail purchase.

All retail sales are recorded within Maxim, therefore the stock management system is automatically updated and inventory is calculated for the purpose of collections or postal requirements.

## Travel Trade

Maxim will streamline the booking process for the trade companies that you hold partnerships with.

This provides the option to manage their bookings via their very own online trade portal.

*The British Museum has used TOR Systems for many years now to book everything from our busiest exhibitions through to films, lectures, conferences, Member events and all our varied and complex schools bookings. We've valued its flexibility and reliability in handling these multiple functions – something which is a real strength of the system and has proved so important in a Museum environment with its wide range and large number of visitors all with different needs.*

**Paul Roberts, Ticketing and Information Manager, British Museum**

## Further Benefits

The system has many technical options. It supports deep linking from your own main or micro-sites, can be embedded as an iframe within your own site, or you can create your own pages linking directly to our full published API.

MaximWeb can also link to content management systems via our full published API, giving your main website the ability to show all events/dates/times to your customers, directly from the online booking system.

PayPal can also be added as a payment option, further improving the customer's user journey.

Google Tag Manager (GTM) and Google Analytics can be embedded within the site for tracking purposes.



## On-Site Ticketing and Retail

Maxim applies a combination of technologies which ensures super-quick transactions and the ultimate in ease of use, whatever the size and complexity of attraction.

Maxim has been designed to be user-friendly and intuitive, which means users have more time to meet and greet visitors, provide vital information, upsell other profitable products, or process Gift Aid simply and effectively.



### Key Features and Benefits

#### Fast Transactions

Maxim has integrated Chip and PIN payments with an authorisation time of three seconds, speeding up transaction times

Maxim also allows the tender of multiple payments within a single transaction, and the acceptance of vouchers for discount purposes. It uses touch screens for ease and speed of use and industry standard ticket printers to produce high quality tickets quickly. Alternatively, tickets can be emailed directly to the customer.

#### Membership

Memberships can easily be purchased through all sales channels in Maxim.

Users can collect the required data and take a digital image of the member, which can be recorded against their membership record or printed on their card. High quality membership card printers are used to print cards extremely quickly at the point of purchase.

#### Promotions

An integral part of the Maxim system is the acceptance of promotions and discounts. These can be in the form of printed material, or codes that can be scanned or entered manually.

Discounts can be defined in multiple parameters, such as buy one get one free, money off or percentage off.

The redemption of promotions is fully audited and reported, showing take-up rates of promotions and their cost.

*The staff have been a pleasure to work with and their extensive experience in the museum world has been a real bonus.*

**Geraldine Philpott,  
Head of Financial Controls,  
Imperial War Museum, London**



## Combination Tickets

Combination tickets allow a group of tickets to be produced by selecting one item.

This is useful when producing family tickets where, for example, two adult and two child tickets need to be produced by selecting a single item.

## Upselling

The ability to easily upsell to walk-in customers is managed by the creation of prompts, which can be switched on or off depending on your requirements.

All upsell items are configured so that they are relevant to the customers' preferred tickets.

## Multiple Timed Events

Maxim users can sell for one or many timed events within a single transaction.

This not only speeds up the booking process but can also improve the opportunity of upselling to visitors.

## Gift Aid

The capture of Gift Aid under the HMRC regulations is an integral part of the Maxim solution.

Maxim assists the user in processing the transaction efficiently by automatically presenting Gift Aid data capture screens which relate to gift aided tickets. The printing of Gift Aid certificates for visitors may be either enabled or disabled as required.

The collection of this data can also be easily recorded in the queue, thus speeding up entry times and improving the overall experience.

Fully HMRC compatible Gift Aid declaration reports are intrinsic to the system.

## Passes

Like memberships, passes can be an excellent way of encouraging repeat visits and secondary spend.

Maxim provides the functionality to create any type of pass, whether you require day/week/season or annual passes.

Photos can be taken of the customer purchasing the pass, which is stored against the customer record to assist in preventing fraudulent activity.

All tickets, passes and membership cards include barcodes, which are easily scanned for entry, as well as providing data for further visitor analysis.

## Retail and Catering

If your preference for ticketing, retail and catering operations is to sell retail or food and beverage items through one system, Maxim fully supports selling all of your retail and catering items by barcode or list.

Maxim links directly to a full stock management system, which allows both keyboard entry and barcode scanning, for manual and automated processes. Hand-held scanners are available to perform stock movement functions, which include ordering, delivery, return, wastage, transfer and stocktake. All the functionality is provided to support full stocktakes, by groups of products and/or random stocktakes.

The order and delivery process can be fully automated or manually controlled as required. Stock levels can be used to trigger orders, however it is also possible to directly receive deliveries into stock without an order.

## Graphical Timelines

The timeline feature enables users to see at a glance how full an event, tour or activity is, both for today and for the future.

The timeline changes colour according to the level of bookings and indicates the available capacity. This is a unique feature to Maxim, which provides an invaluable tool for users and management of the attraction.

## Security

This feature enables management to implement user access permissions.

Security codes can restrict certain staff from gaining access to areas of the system that may not be changed without authority. Security levels help to minimise fraud and ensure that inexperienced staff do not tamper with settings and inadvertently cause problems. All user actions are fully audited.

## Scanning Tickets

On arrival, printed or mobile tickets can be quickly scanned to check the customer/group into the attraction.

Not only does this act as a security measure to check the validity of the ticket, it also acts as a means of analysing actual footfall and membership/annual pass visitation.

## Recording of Demographic Data

We understand the importance of recording customer/group details to ensure a high-quality experience and to enable the best possible CRM.

Data capture fields within Maxim are all defined by the organisation and often include special needs, nationality and interests, and can be switched on or off depending on your operational requirements.

Demographics are used as the search criteria for reports and mailings so that your organisation can target specific segments of your customer base.



## Event and Group Bookings

Private group and educational bookings can be especially time-consuming and difficult for back-office teams that organise them.

By using Maxim, a whole host of features help your organisation to streamline the booking process, to cut down administration and improve the customer experience.

Maxim has unique and user-friendly functionality that enables users to see full event availability at a glance, to modify existing bookings and to create client-specific itineraries with minimal input.

In addition to the back-office functionality, Maxim also supports more complex bookings such as those required for schools, groups and events online. As well as the obvious benefits to your organisation of reducing much of the administration time and cost, this provides the flexibility for group organisers to book at their own convenience.



### Key Features and Benefits

#### Graphical Timelines

The timeline feature enables users to view the current capacity of any particular event at a glance.

The timeline changes colour according to the volume of bookings and indicates the remaining capacity. This colour coding is also replicated within the monthly calendar, which provides a view of bookings at a glance.

#### Diary Search

This invaluable feature allows your attraction to automatically search for any number of events, specific to your customer's exact requirements.

The customer can specify any criteria from date ranges and/or days of the week, and/or times of the day they are available to visit. Maxim will automatically produce an agenda, which is emailed to the client. The system automatically checks availability, taking into consideration the time it takes to walk between the venues and the length of each performance/activity.

#### Multiple Timed Events

Maxim users can sell for one or many timed events within a single transaction.

#### Flexibility for Corporate Bookings

Maxim can manage your entire booking operation including the reservation of spaces, resources and staff allocation.

The system allows the user to decide the cost of the booking specific to that particular client rather than a fixed price. This is particularly useful for corporate business, where sales teams negotiate client rates.

#### Resource Management

The system can be used to manage resources at your attraction.

This could include a member of staff who would be required to host a guided tour, specific resources like overhead projectors, or even specialist rooms or wheelchairs. Staff resources are automatically emailed to let them know they have been allocated to a booking.



## Group Splitting

The user can split a group across multiple times either manually or automatically.

This is particularly useful when the number of spaces available is less than the number of people visiting. It allows the operator to split the group across two or more sessions as required.

## Seated Events and Performances

Maxim allows your attraction to create multiple seated events for different performances in the Maxim diary.

Users can easily view aisles, seat numbering and availability of seating, which reduces the time taken to process bookings.

## Postcode Search Facility

We can provide a variety of integrated postcode look up options, from basic street search to full names and numbers, which will improve the speed of bookings being processed.

*The National Coal Mining Museum for England use TOR Systems to efficiently and speedily deal with all our day-to-day and events bookings and the financial reporting, and have always found the service from the account manager and the support team to be first class.*

**Katharine Morley, Commercial and HR Manager, National Coal Mining Museum for England**

*Implementing Maxim has made a huge difference to the workload of the NMA team. We use it to book events, meeting room space, learning activities, group bookings, catering and other resourcing.*

**Angela Ham, Head of Administration, National Memorial Arboretum**

## Client History

A powerful client history search facility enables the user to quickly locate a client.

Users can view details of all bookings made, responses to mailing campaigns, changes made to the client/booking record and all associated information related to that that client.

## Recording of Demographic Data

Customer data capture fields are flexible, allowing attractions to collect further information, such as special needs, nationality and client's interests.

Demographics are then used as the search criteria for reports and mailings, so that your organisation can target specific parts of your audience.

As well as collecting valuable demographic data, Maxim also provides your organisation with the flexibility to collect bespoke details about the booking.



## Membership

Maxim supports the delivery of your membership schemes by enabling the collection of valuable data, capturing digital images of members, recording expiry dates, as well as producing high-quality membership cards.

In just a few easy steps you can convert any visitor to become a member of your attraction and make any amendments to a membership record as you require.

Maxim includes a full renewals and marketing suite to allow you to email renewal reminders, or benefits such as early booking, or reduced price entry.

Maxim is fully integrated with access control, offering the opportunity to operate fast-track entry to members, alleviating queues at peak times. As the system is operated in real time, all membership activity including sales, scans, renewals and amendments can be viewed.

Maxim also offers members the ability to log in to their account, amend their details, or buy tickets based upon the benefits of their type of membership. This could include earlybird tickets or reduced priced tickets. It can also be used to restrict the dates/times when certain types of memberships can be used. Members can also renew their membership online, which includes upgrading.



### Key Features and Benefits

- Purchase and renew memberships through all sales channels
- Membership records can easily be transferred to a new card in the event a card is lost or stolen, automatically cancelling the old card
- Digital images can be taken and stored against the client record, or printed onto cards to help prevent fraudulent activity
- Membership cards can be designed to your requirements
- Multiple types of membership can be sold: single, joint or family
- All changes to memberships are recorded in Maxim, with a full user audit
- Integration with access control, turnstiles or handheld scanners, including reporting on all activity
- All payment types are accepted.



# Access Control

The balance of offering a warm welcome and enforcing security at visitor attractions is sometimes a difficult one to achieve successfully.

MaximCheckin ensures that both of these requirements are fully met. By design the system is user-friendly, unobtrusive and quick to use, ensuring the flow of visitors upon entry is uninterrupted and as fast as possible.



Whether your reason for installing access control systems is to track or control admission, or both, we can provide seamless integration to a variety of hardware, from turnstiles to hand-held wireless units.

MaximCheckin links any device in real-time to the Maxim system. This allows you to monitor all entry and exit points, see the current capacity of areas/rooms/events, and watch peaks and troughs happening in real time. This assists with many business-critical and operational aspects of the business, including health and safety audits, as well as monitoring staffing levels. The tracking of customer movements can also be helpful in re-arranging customer flow and the analysis of dwell times.

A host of functional and attractive turnstiles are available including glass, wood and steel, including 'open' turnstiles to make admission even simpler. Because the scanning process is so simple it ensures speed of entry and improves the visitor experience.

As an alternative to a physical barrier, users can carry wireless scanning units to check tickets. This allows for a more personable welcome, greater flexibility and reduced costs.

Operated by your team at the entry point, the scanner is used to read a ticket, which verifies its validity, signals its authenticity or refuses it for entry and records the access against the client/booking. Ticket information, including the address and customer photograph can also be displayed on the scanner allowing for a secondary verification check.

*“Since going live with TOR’s ticketing and booking system, our speed of service and customer satisfaction has significantly improved. The aftercare we have received has been second to none.”*

**Rupert Stapleton, Acting  
Operations Manager, BBC**



# CRM and Marketing

With the Maxim system you will be able to understand more about your customers, including how, when and how often they book, as well as when they visit, and what their interests are.

You will have the tools to analyse your data and segment your audience based upon your own selection of criteria, so that target marketing can be delivered successfully.

When used effectively these tools will help your organisation save time and money, as well as increase repeat visits and spend per head.



## Key Features and Benefits

- Built in CRM functionality removes the need for integration with costly third party CRM systems
- Client types and event/interest tags enable effective segmentation
- Mail-outs can be managed based upon an extensive range of filterable criteria
- Flexible real time, cloud-based reporting provides full access to your database
- Automatic transfer of data to external CRM systems if this is the attraction's preferred route for CRM and mailing.

## Reporting

Cloud-based, and real time, Maxim provides both standard reports and the ability to create your own bespoke reports simply and effectively.

Flexibility includes the addition or removal of fields/columns, creation of filters, changes to column order and groups by columns added. This functionality is available to the user, with access granted by permission level as per standard features of Maxim.

Any report created within the system can be saved by the user as a bespoke report, and run at any stage in the future, making this a report generator.

Links to all reports can be emailed to any recipient, therefore providing those without access to the report builder with a view of the reports that they require. All reports can be exported to PDF or Excel, and emailed to any recipient.



# Management

To support you in the successful management of your attraction, Maxim provides you with intuitive and user friendly tools that allow you to modify your own setup so that you can quickly adapt to operational and commercial changes.

Maxim provides you with easy access to your data, from creating your very own bespoke reports to a full reporting suite of real time financial and operational standard reports.



## Key Features and Benefits

- Fast transactions to reduce customer waiting times
- Intuitive and user-friendly system, cuts down staff training time
- Simple system setup to change ticket prices, times and capacities
- Capture of Gift Aid under HMRC regulations, with full auditing and reporting
- Full flexibility to sell various types of tickets/passes/memberships
- Upselling functionality to maximise commercial opportunities
- Security measures applied to various user levels
- Full end of day reconciliation and auditing
- Key reporting of KPIs
- Bespoke report creation includes the addition or removal of fields/columns, creation of filters, changes to column order, and groups by columns added
- Reporting configuration is available to the user, with access granted by permission level
- Any report created within the system can be saved by the user as a bespoke report, and run at any stage in the future
- Links to all reports can be emailed to any recipient
- All reports can be exported to PDF or Excel and emailed to any recipient from the system.



## Services

Changing systems doesn't need to be difficult. At TOR we pride ourselves on our professional and personable approach, making the implementation of our system a seamless process supported by an experienced and knowledgeable team.

We believe the relationship begins at the very first point of contact through to project management, installation, training and our ongoing support services.

These are just some of the services you can expect from working with TOR.



### ACCOUNT MANAGEMENT

Your dedicated account manager has a wealth of experience within the sector, providing the best possible advice on how the system can support your business decisions.

They are on hand to discuss anything from system performance to future needs, as well as ensuring you are always up to date with developments at TOR.



### USER FORUM

Our annual user forums are a great opportunity to network within the community of Maxim users, as well as view the latest product developments and feed into the product road map.

The day includes guest speakers, technical reviews and a future development showcase.

We encourage an open and honest conversation about current business issues and future business developments. We continue to have excellent feedback from those that attend our user forums and the benefits are felt throughout the group.



Our professional and experienced project managers work with you to achieve an effective and efficient installation, on time and to budget.

Our team of technicians have successfully completed installations at attractions of all size and complexity, ensuring each project is managed with as little disruption to your business as possible. Regular meetings and formal documentation ensure that projects are delivered successfully, by adhering to our quality assurance procedures.

We stand by the references of our customers and continuously strive to achieve results we are happy to put our name to.



We provide comprehensive training at user, administrator and management level. Due to Maxim's intuitive design, users can be quickly trained on the setup and operation of the system.

Our expert trainers will thoroughly explain all aspects of the system, from setting up tickets, including pricing, availability and capacity requirements, to processing bookings, access control and creating and running reports, as well as troubleshooting. All courses can be tailored to each specific client and will provide the essential tools to support a successful operation. They are all accompanied with thorough documentation, which is presented in user-friendly language. Standard or bespoke courses are available at locations to suit you.

To assist our customers in maintaining a high level of continued knowledge of Maxim, we offer refresher training at no extra cost - another great benefit of working with us.



We have the expertise to advise you on many areas of visitor management, commercial ventures, resource management, infrastructure plans, as well as capital expenditure projects.

This expertise has not only been gained from supplying to the sector, but also from a variety of commercial and operational roles within attractions.

The benefits of gaining advice from TOR will be an improved visitor experience and a more cost-effective operation.



We understand that ticketing can be a very overwhelming subject to many users, therefore we keep explanations simple, using the most appropriate language and level of technical information dependant on the user's technical understanding.

The support we provide starts with the team of people we employ at TOR. Our team have extensive knowledge of our products, as well as wide-ranging experience within the industry. The support package is always tailored to suit your operational needs and all responses are managed according to their business nature. We offer various levels of support, ranging from remote cover to on-site assistance to a fully managed service if required.

We pride ourselves in the support we offer to our customers, regarded as best in class and one of the reasons why our customers continue to choose TOR as their preferred supplier.

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