TOR Systems
More than just ticketing

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.

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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.