TOR Systems
More than just ticketing

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**

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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.