



# 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.