Ticketing, Bookings, Memberships, E-Commerce, EPOS, CRM, Access Control, Accounting, Reporting

VMS CRM

Introduction

VMS is a software and hardware solution to cater for the complete management of any venue that sells tickets, takes bookings, sells merchandise, provides hospitality or manages area access.

As a modular based suite you can pick the functionality your business needs now and add more modules as you grow.

VMS is easy to use and provides the functionality needed to run any size venue in a single application, at a fraction of the cost of combining separate applications such as Microsoft Dynamics, SAP or Sage.

As you grow VMS will grow with you, no need to worry about your systems keeping up. With VMS you already have all the tools you need. With all your customers' data held securely in a single place, managing your GDPR data protection requirements becomes easy, more efficient and less costly.

This document describes the VMS CRM functionality.
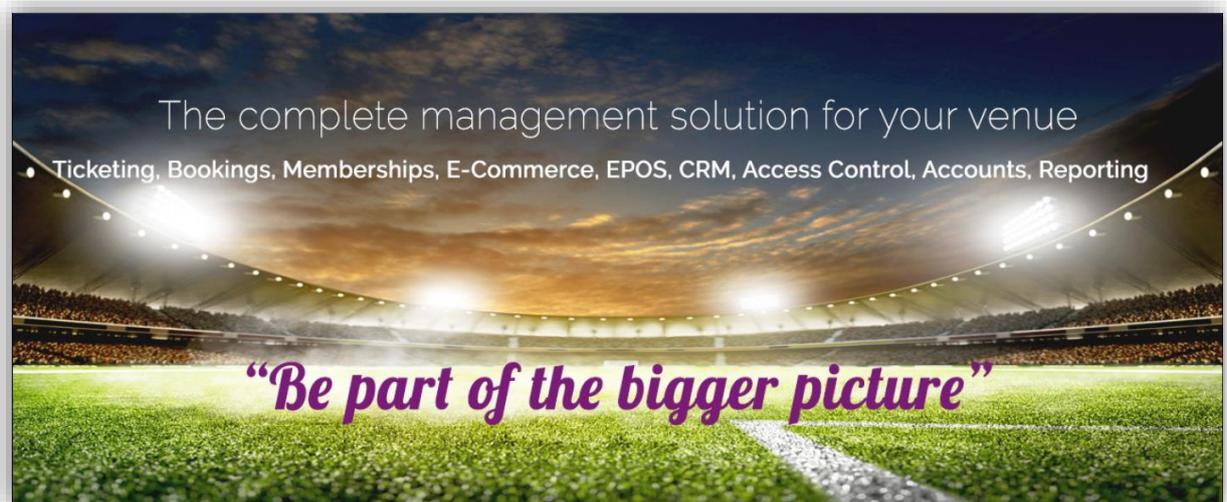
VMS Customer Relationship Management (CRM)

It used to be that customer relationship management meant that customers would only be engaged when they had a problem or wanted to buy something. Now however, the customer information you have can be used to increase profitability, revenues, sales, customer engagement, improve customer services and even change the direction and goals of your business.

At VMS we've understood the need for an integrated CRM system from the beginning. That's why the VMS CRM functionality is integral to the entire application.

Every interaction that your customers have with you is recorded including, ticket and retail purchases, food and drink purchases, events attended, communication with staff in fact anything and everything. This data can be used to increase your revenues, profits, efficiency and improve your customer experience.

Using the information in VMS you can run a targeted marketing and sales campaign for everyone that has ever purchased a season ticket or comedy night ticket for example. A mail shot can be sent directly from VMS to just these people. More than that, the mail shot will allow you to track its success and actions taken by your customers. You can track how many people opened the email, how many people clicked on a link and what link they click on leading to yet more information and follow up actions for you.

These follow up actions can be assigned to individuals such as a sales person or hospitality manager, giving you a more targeted sales approach which will improve your success rate. The actions will be automatically added to the individuals 'To Do List' ensuring that no opportunity is missed. Users are then prompted to follow these leads up within a specified time frame.

Your customers' information can be enhanced with additional details such as 'Football In The Community'. Images and documents can also be uploaded and included in a customer record. This is particularly handy if ID is needed for specific events or memberships or a signed contract needs to be kept on record.

The customers' information can contain details such as date of birth which can be used to improve your customer interaction, for example a birthday message can be displayed at an event for a specific member, assuming they have given their consent. Members can be selected randomly by the computer as prize winners.

Club memberships can also act as loyalty cards to encourage more spending at your venue. Loyalty points can be awarded and tracked on the customer record and rewards can be automatically applied when a limit is reached. All of which have little impact as far as management overheads but have a huge impact for your customers.

Quotes can be raised consisting of free text items or previously defined products such as sponsorship packages. These quotes can subsequently be converted to orders, streamlining the entire process.

The VMS CRM system is also designed to be used in house. The call tracking functions allow calls to be raised for internal departments and personnel for example should there be a need for the maintenance department to look at an area, a call can be raised in VMS and assigned where necessary. The dashboard will give you an instant summary of sales calls and any outstanding tasks for each member of staff.
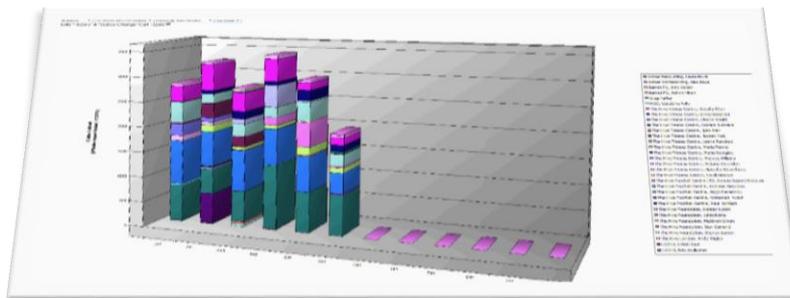
GDPR – General Data Protection Regulation

It's now more important than ever to have the correct CRM tools in place. With the introduction of the EU and UK governments new GDPR in May 2018. The potential cost of complying with the new regulation could be considerable. There are changes to a variety of data protection responsibilities.

With VMS CRM however, we have you covered. All of your customers' information is held in a secure, single, centralised database. This means that no matter which VMS module you choose or how many you have, the data is readily available, no need to logon to multiple applications to get the information, it's all there for you.

Venue Management Systems

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www.venuemanagement.systems   Tel: +44 (0) 3333583853

info@venuemanagement.systems