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

VMS Memberships

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 Memberships module.

Memberships and Direct Debit Collections

The VMS Memberships module enables you to offer your customers a full range of membership schemes with flexible payment options. The flexibility you can offer will encourage your customers to become members and take advantage of any additional services that you offer. For instance, you can offer a monthly direct debit payment plan and allow the customers' membership to be upgraded at any time. The terms and conditions for these offers are fully customisable by you.

This means that you can encourage more customers to take up a season ticket and gym membership without having to pay finance charges. It also ensures that you have an ongoing regular monthly income.
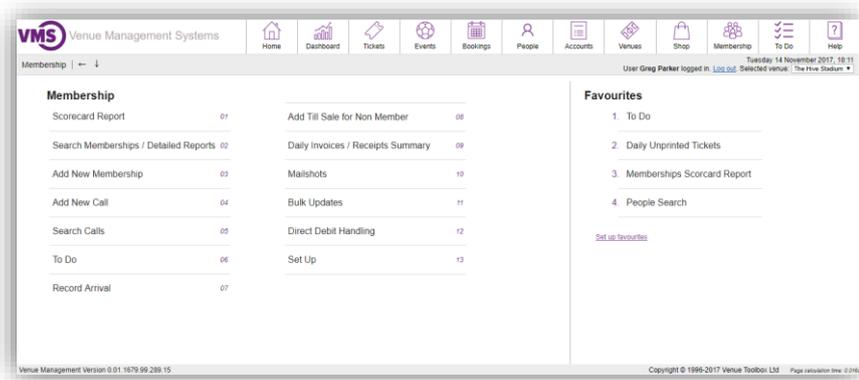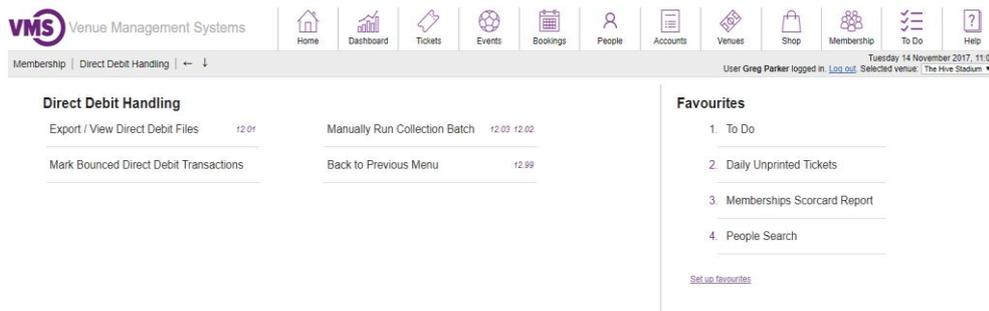

Memberships can be used for anything from football season seats, gym, car parking, match day programme, hospitality, coffee club, beer club, discounted club shop purchases, to any other promotional program you may develop in the future.

The member receives a single membership card which is automatically recognised by VMS turnstiles and door controllers, EPOS tills, and purchases through the public website.

VMS automatically produces monthly direct debit files for collection of the fees. A manual collection batch can also be run when needed. You can define a policy of what to do in the event of a direct debit bouncing e.g. recollect a number of times, then contact the customer by phone and blocking the card from entry to events, the gym and obtaining discounts.

VMS CRM (Customer Relationship Management)

As with the entire VMS system, the VMS CRM functionality is fully integrated with the VMS Memberships module.

A full payments history is associated against each member's record. Attendance details, ticket purchases, retail purchases etc. are all recorded and maintained in a single secure area, making any GDPR request easy to manage and less costly for you.

All of your customer interactions with you are recorded, giving you the opportunity to perform targetted marketing and sales campaigns with your customer data. This increases sales success rates, revenues and reduces costs.

VMS Reporting

VMS Reporting also comes as standard. The Membership Scorecard report, for example, provides a quick summary of members joined, expired or cancelled within a period and the total current numbers and values. The Directors Dashboard also allows you to report on all aspects of your memberships, such as membership type, payment method, membership by month etc.
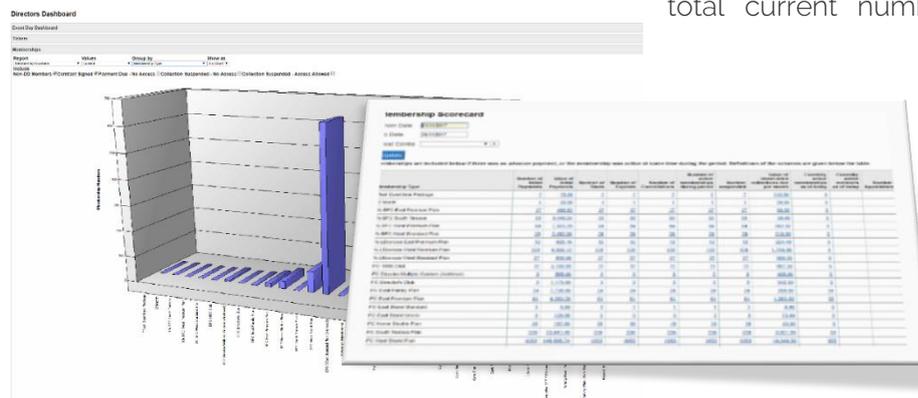
VMS Venue Management Systems

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