



Guide to Choosing the Right Ticketing Software

While we would love to think our ticketing software offers the perfect solution for everyone, there are times when we may not be the best fit. We build relationships for the long term, and it is as important to us that your decision to use ThunderTix really provides the best choice for your venue. To help guide you, we've put together this **Guide to Choosing Ticketing Software** to help compare potential ticketing companies.

Does your venue have multiple users or need to limit user access?

Consider your staff and how they might interact with your ticketing system. Can users perform **box office overrides** to reduce prices for less than the ticket's face value? Can they **issue refunds**? ThunderTix reports provide full financial data, but you can limit access to those reports. If safe guarding financial information is important to you, make sure the ticket software allows you to **restrict access to privileged information**.

How many tickets do you sell?

Despite being incredibly cost effective, selling too few tickets might make ThunderTix an unattractive option. ThunderTix charges a low, monthly subscription rate with no added ticket fees. Whether you choose to add a small fee to help defray your own ticketing expenses, or you decide to absorb the cost associated with ticketing, knowing how many tickets you expect to sell will help you gauge the worthiness of your investment. Talk to us about your anticipated sales, and we'll give no-nonsense feedback.

Do you know *exactly* what you or your customers will be paying?

Our monthly service **pricing is clearly labeled** on this site for all types of venues, and of course, unless you choose to add a ticket fee, no fees will ever be added to the ticket cost by us.

If you're unsure of the number of tickets you'll sell, select the lowest cost option. If you sell more tickets than anticipated, good for you! And when you do, know that there will be no penalties. We'll simply bump you up to the next price level, and you won't be back-charged the difference.

Does the thought of “buyer's remorse” of ticketing decision scare you?

You won't have that worry with us. Our monthly plans carry no long term commitment. If you find that we aren't the perfect fit, we will help you find a provider that is and direct you on how to save all financial data on our system. **No contract, no cancellation fees, and no hassle.**



Take a Test Drive of the Ticketing Software

All the features in the world won't negate the effects of a clumsy interface, so make sure you thoroughly test the software. Here are some considerations:

- ▶ How easy is the event creation process?
- ▶ Try creating an event with multiple performance dates. Does the software allow you to save time by creating them all at one time?
- ▶ View the reports. Can they be customized? Are reports aggregated into a single report, or must each one be created separately? An export feature is vital.
- ▶ Process an order. Can customers opt out of your customer email list? Will they see a customized refund or purchase policy?
- ▶ View orders. Are they searchable by multiple criteria? Can you edit customer information or add notes to orders?

Are coupons and discounts required?

Our software allows you to create coupons for any dollar amount for use any number of times desired. In addition, we offer the option of automatically generating coupons good towards a *future* event when a customer purchases a ticket.

Does your venue have access to the Internet?

ThunderTix is a web-based software offering full box office functionality and online sales through your branded ThunderTix site. You have no software to install or updates to perform, and you have the confidence that a computer crash on your office computer will **not lose vital data**.

Is immediate access to sales dollars important to you?

Unlike most software vendors who hold your money until after an event takes place (to prevent credit card charge backs in the event of cancellation), our venues get immediate access to sales dollars as they occur. All sales are funneled through your own merchant bank and are deposited to your bank nightly. That frees up money for advertising and other costs. In addition, the same account can pave the way for selling merchandise online through your existing website. There is a monthly charge of about \$30 directly from your merchant bank, so consider this in the overall costs.

How is your business credit?

The bank turns the money over to you on good faith that your event will take place as planned. Having a solid credit rating and/or a strong financial history gives your bank confidence to transact business with you. Since a credit check is performed, the venue owner must sign the application.



Are low or no ticketing fees important to your customers?

High fees can negatively impact sales for two reasons: higher total ticket prices mean lower demand, and customer frustration over fees keep would-be buyers at home. This is particularly true when your audience draws from a more mature or family based demographic.

Many of our venues came to our **fee-free** service after using ticketing companies that imposed heavy fees on tickets. Even when fees were "*hidden*" by wrapping them within the ticket price, savvy customers aren't fooled.

With ThunderTix, you have complete control over fees including the decision to go "**fee-free**". Understanding that customers don't mind paying a reasonable fee, ThunderTix provides a great opportunity to add to your **venue's profitability**. Talk to us to learn more about this new approach to ticketing.

What kind of support do you need?

Our support could win awards. From first contact, we take time to explain the factors around ticketing that could affect your decision (like this guide). We hold your hand through your early questions, offer an extensive and searchable community forum, and provide an array of ideas on our blog to help venues sell more tickets. New updates are announced through our alert system, and we apprise you of new features as they roll off our presses. On top of that, we're available by phone from 8:00 a.m. - 7:00 p.m. and at all hours by email. (We even give personal cell phone numbers when your big events are taking place — just in case you have questions.)

Do you need multiple ticket delivery options?

Delivery can be by **emailed print-at-home PDF**, a **thermal ticket** sent by regular or express mail, or a simple will-call list to check customers off at the door. Make sure your ticketing vendor supports multiple delivery methods.

What about hardware needs? Do you need technical guidance?

We carry **thermal ticket printers**, **bar code scanners**, **ticket stock**, and **wristbands**, and we can guide you on any other piece of hardware that interfaces with our system. Our hardware selections are time tested and ThunderTix approved. If you have existing hardware, we'll instruct you on integration for a smooth transition. Unless you have in-house technical guidance, ask any potential ticketing service about the cost (ThunderTix support is *free*) and support level you can expect to receive.

Ticket fulfillment important? How about a call center?

Having an outside vendor handle the printing and mailing of tickets can be a pricey option especially for small venues. For that reason, we provide many guides and personal instruction about how to manage these on your own at great savings. Even so, we are available for ticket fulfillment and as your in-house call center, and we'll provide a quote at your request.



Do you need to track sales by seller location?

With our location module, your user's location is added to each sale enabling you to compare sales across many kiosks.

Are your sellers paid commission?

With the **commission module**, you track sales by user, and we'll **calculate total commissions** earned for that seller. Sellers can be assigned to different commission groups providing you with the ability to grant your top sellers with higher earnings rates. Talk to us to learn more about this feature.

If you are using a ticketing software now, why are you leaving?

Perhaps your current vendor doesn't accept Chinese currency and this is a must-have market for you. Since we don't support that currency either (yet), you wouldn't gain by moving to us. Let us know why you are leaving your vendor, and we'll tell you if we have the options you need.

If you are not using an existing software, what is motivating your search?

Many of our venues want to expand online sales for either additional sales or customer convenience. Tell us the reason you are considering ticketing software for your venue.