

The ArtsMan Chronicle

October 8, 2008

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Where does the time go?

By Diane Tuma

Welcome to the third edition of the Arts Management Systems newsletter "The ArtsMan Chronicle!"

It's amazing that the summer is officially over. Summer vacations are now only a distant memory for many of us, a new school year has started, and so have many new seasons for our clients Time manages to somehow slip away from us.

We're excited to say that over 35% of our client base has now been converted to Version 7. If you haven't scheduled your conversion yet, please refer to our

previous newsletter for more information, or email Tod Wilson at tod@artsman.com.

We have lots of information for you in this issue ... There will be some helpful tips and tricks, some information about our recent trip to Vancouver to participate in the Magnetic North Theatre Festival and the introduction of a contest. Hmm, a contest? Keep reading to get more information!

Reminder:

Support for Version 6 has been extended until September 30, 2009.

The Greatest Theatre Manager Feature Ever!

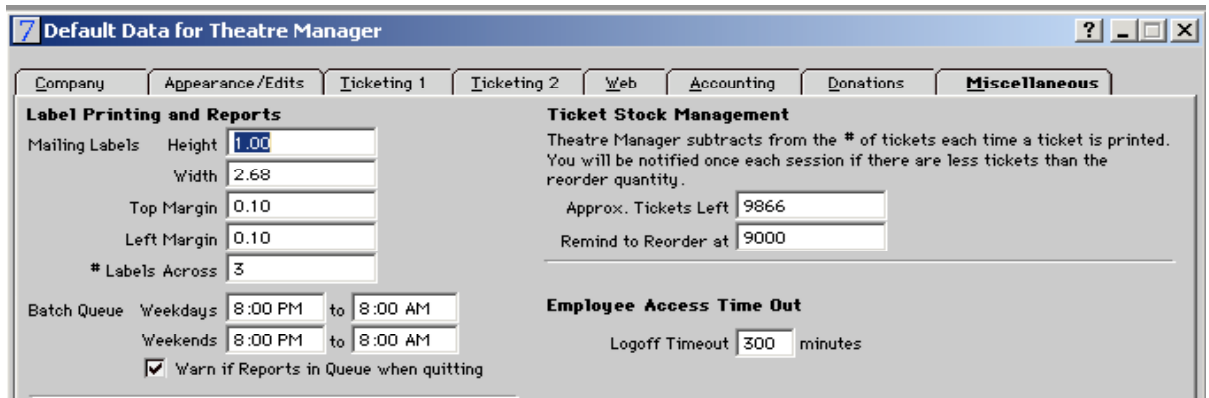
By Laura Easterbrook

Hey, I've got a great ticketing feature that's a **must** for all our clients. Within every TM system, you have the ability to keep track of your ticket stock and it will let you know when to order **before** you run out! This will not only save you stress, but also money (near and dear to everyone's hearts)!!!

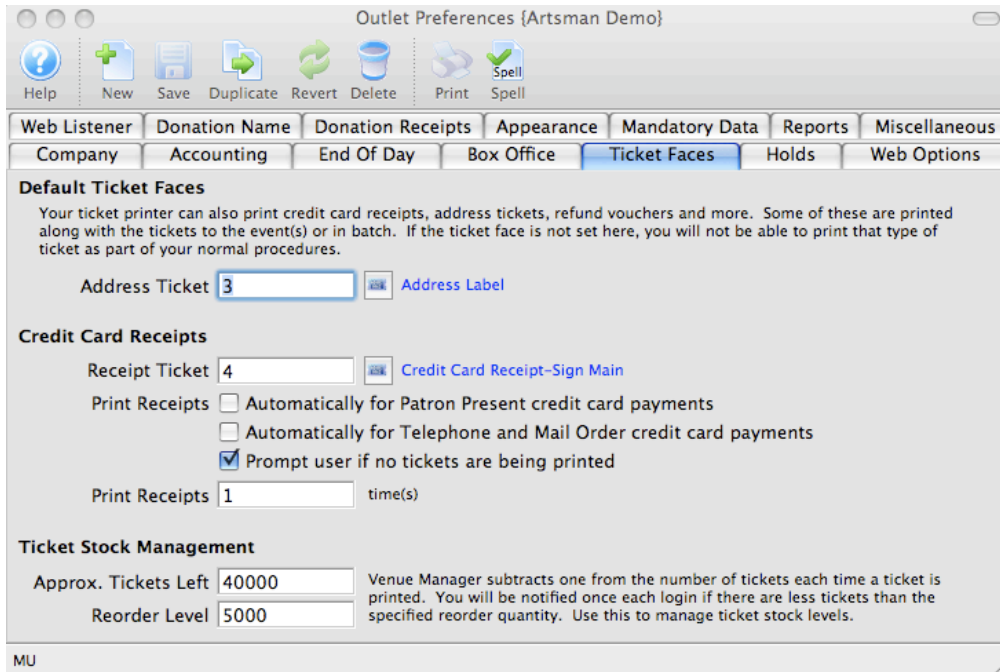
In Version 6, go to Setup>>Default Data on the miscellaneous tab. You'll notice in the upper right had corner there are two cells.

APPROXIMATE TICKETS LEFT: (in this cell, put your current total inventory)

REMIND TO REORDER AT: (here you should enter in an amount of tickets that you know will last you for about 6 weeks.)



In Version 7, go to Setup>>Company Preferences on the Ticket Faces tab. On the bottom of that screen, you'll see the same two cells as above. Enter the same information into these two cells.



Did you know that you could order both custom ticket stock and generic ticket stock from Arts Management Systems? Call Laura at (403) 536-1204 for more details.

I encourage everyone to use this feature. After all, who wouldn't like to have less stress in their lives? If you have any questions about your tickets, or would like to order new stock, please contact me at laura@artsman.com or (403) 536-1204.

Getting Support When You Need It

Our clients are important to us, and we strive to do our best to provide the most exceptional customer service that we possibly can. We know that your Theatre Manager software is an integral part of your business, and we strive to resolve your issues in a timely and efficient manner.

In order to assist you in getting the best customer service experience, we have put together some guidelines that, if followed, should make the entire process a mutually rewarding experience.

There are two main ways to contact and receive support - via phone and email. **In most cases**, support requests are returned via the same medium in which they are received.

Phone Calls

1. Leave a number and company name - When you contact our support line at (403) 536-1211, please leave your full name **and** the company you are with. Although we like to be on a first name basis with our clients, with thousands of users, some have the same or similar names, and this helps us narrow down our search.
2. Always leave a phone number where you can be reached directly. This is especially helpful in instances where there is a general voice mailbox or main reception desk. Occasionally messages left for our clients don't get through when they are left with a third party.

When we return your call, we will **always** leave a message indicating that we attempted to contact you. It is *your* responsibility to call back.

3. Leave a description of the nature of your call. This will help us to get our information together so that we can assist you more efficiently. Sometimes, just knowing the problem allows us to leave a quick solution if we only reach your voice mail or to email you a set of steps if that is appropriate.

Call Return Process

- In the morning, messages are returned in the order they were/are received.
- If a message is not left, we are unable to return your call.
- Existing voice messages get priority over new calls.
- In the late afternoon, calls are prioritized and returned in order of urgency and time zone in attempts to return all calls before close of business in your time zone.
- If we believe that it is past your close of business or during high periods of call activity, we may email a response back to you based on the information you provided.

Emails

1. Send your email to support@artsman.com You are welcome to send support-related questions to a support person directly, however, if that individual is away from the office, or onsite with a client, a response to your email may be delayed.
2. Include your contact information. If your email Signature does not contain your name, company and direct phone number, please add it to the body of each email. This allows us to retrieve your company's information in our database and check our records regarding historical support issues.
3. Subject Line - Provide a 3 to 5 word description of the question. Some examples of this could include:
 - Season Subscription Setup Questions
 - Web Subscriptions
 - Mail List Criteria
 - Deleting a Donation after Receipt has been Printed
 - Deleting a Post Dated Payment
 - Changing New Ticket Fees Amounts

In the next issue we'll show you how you can send emails to the support team directly from Theatre Manager!

Getting Support When You Need It, cont'd

Attention: <support person's name>

Question

Survey's

Why is this happening?

Weird Files

Confirmation Order

4. Add your company name to the Subject Line. For example:

Season Subscription Setup Questions - <company name>

Web Subscriptions - <company name>

Mail List Criteria - <company name>

Deleting a Donation after Receipt has been Printer - <company name>

Deleting a Post Dated Payment - <company name>

Changing New Ticket Fees Amounts - <company name>

Year End Rollover - <company name>

General Email Guidelines

- Provide as much detail as you can about the situation.
- Provide step-by-step instructions on how to duplicate the problem.
- Provide specifics with patron numbers, order numbers, the exact performance, sales promotion, etc. Generalizations do not get the problem resolved.
- Any email questions with not enough specific information will only receive a response asking for more detailed information -- lack of information only delays getting a helpful response back to you.

Support Request Guidelines

The following support requests will be completed during non-busy support times:

- Ticket Face Coding
- System Balancing/Forensic Accounting
- Web Assistance - web support resolving HTML coding or customization

The following support requests need to have blocks of time set aside and should have pre-arranged dates/times booked:

- Installation of Theatre Manager's database engine on new database servers. This process may take anywhere from 1 to 3 hours.
- Web Setup and Implementation - This process may take anywhere from 1 to 5 days.
- PCCharge Setup - This process may take anywhere from 1 to 4 hours.
- Season Subscription Setup Assistance - This process may take anywhere from 1 to 2 hours.
- Telephone questions that are Theatre Manager training in nature.
- Questions that begin with "I'm new to Theatre Manager, can you show me"
- Creating new venue maps.

When submitting a support request, be prepared to duplicate the problem, and/or provide us with detailed step-by-step instructions with pictures (if you can) outlining how the situation occurred. A duplicated problem can be resolved faster than a generalization.

Mail List/Report Criteria Issues:

If you have trouble with mail list or report criteria, provide us with a picture of the criteria entered into Theatre Manager. We often find that what is entered into Theatre Manager is not always exactly what is typed in an email and sent to us. When resolving questions on these issues, we need to know the *exact* criteria entered - no exceptions - for the criteria entered lets us know either why a mail list or report is giving you (or not giving you) the results you are looking for. If you find patrons who you think do not belong on the list, before you call support, please go to that patron record to check if they actually have criteria in their account that matches the criteria you entered. Chances are, they do

Tip: Don't be afraid to reboot your computer and Theatre Manager A periodic reboot of your workstations and servers to reset them is a good thing!

Plug-Ins Take Charge

Both Proctors Theatre in Schenectady, New York and Red Butte Garden in Salt Lake City, Utah make excellent use of customized plug-ins to interface with their Web Sales Modules.

Proctors provides preferential treatment for members (not just seating preference, but advance sales windows) as well as a traditional Broadway subscription and a multiple buyer discount for non-Broadway performances (over 140 of those). These performances are across three different-sized theaters. Plug-ins let them do the packaging and discounting they need across all these various preferences. Only members of a certain dollar size have access to certain packages. Adding tickets to non-Broadway shows for a Broadway subscriber gives automatic multiple buyer discounting. Single tickets available can be predetermined and automated by the plug-in. According to Philip Morris at Proctors, "Plug-ins make TM work for us, rather than us working for the ticketing system!"

Red Butte Garden wanted a plug-in that would recognize their Members so that they can receive discounts on concerts, events, and classes. Previously, members had to call or come in person to the box office so that the staff could verify their member status. For example, if a member wanted to go see Bonnie Raitt perform at the Garden and they were a Garden Member, the price would be \$53.00, whereas the Public price would be \$58.00. The plug-in allows their members to automatically receive their discount when they order tickets online, which is a vast improvement. During the first onsale weekend (using the plugs ins to simplify the process), Theatre Manager was used to sell several hundred thousand dollars in ticket sales - far more than ever done ins previous seasons.



Contest - Send us Your Best Form Letters

ArtsMan is having a contest!

We would like you to send us copies of your best form letters. We are updating our Version 7 demo database with real world examples of form letter templates, and would like to include yours. The best examples will be selected and placed in the database. If we select any letters from your site, we'll offer up to a 4-hour telephone training session (value \$275.00).

Email us as many of your templates as you would like to: sales@artsman.com The submissions will be reviewed and the winners published in our next issue of the newsletter which will be released in December. We look forward to hearing from you!

Magnetic North Theatre Festival - A Great Time!

In June, Tod Wilson and Doug Easterbrook participated in the Magnetic North Theatre Festival in Vancouver, British Columbia.

Arts Management Systems was a proud sponsor of the event and, as part of our sponsorship, we participated in the Industry Series. This series presented sessions on a wide range of topics relevant to theatre practitioners. Each afternoon began with a plenary session, after which we hosted one of the breakout sessions.

Our topic for these sessions was "The Value of Data to an Organization."

During the first session, all the attendees were current Theatre Manager users, and were hoping to get a peek at Version 7. We decided to change our session plan and instead presented a tour of our new software.

The rest of the sessions remained true to their primary focus of discussing the importance of data to a well-run organization. It was great to see everyone there and we hope to many of you again at the INTIX conference February 3-5, 2009 in Salt Lake City, Utah.

Are you currently a member of INTIX? INTIX (International Ticketing Association) is a nonprofit trade and professional organization committed to the advancement of admission services as an industry and profession. You can visit their website at www.intix.org



The Arts Management Team - how to reach us

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