

# Digital transformation in ticketing at the Pompidou

With 3.33 million annual visitors, Centre Pompidou in Paris is the sixth largest museum in Europe. This report examines the recent project to overhaul its ticketing and CRM systems

Centre Pompidou in Paris brings together in one place one of the most important museums in the world, with the leading collection of modern and contemporary art in Europe, a large public library with more than 2000 work stations, general documentation on 20th century art, cinemas and shows, a music research institute, educational facilities and bookshops.

True to its interdisciplinary vocation, and to its primary aim – to spotlight all the creative productions of the twentieth century and those to come in the twenty-first century – Centre Pompidou annually offers the public around thirty exhibitions, as well as numerous events – fiction cinema screenings, documentaries, conferences and seminars, concerts, dance performances, educational activities – at an international level, many of which then tour, both in France and abroad.

With daily visitor numbers of up to 15,000 and 3.335 million annual visitors, Centre Pompidou is the sixth largest museum in

Europe in terms of attendance. It has also recorded a 9% growth in attendance last year, despite the overall drop in tourism in Paris during 2016.

*“...a key objective was to facilitate the sale of all services on the online ticketing site - including guided tours and arrangements for groups”*

## MODERNISING SALES & CENTRALISING DATA

At the end of 2013, Centre Pompidou began a project to overhaul its ticketing and customer relationship management systems.

This was led by the organisation’s Directorate General and carried out jointly by the Information Systems Department and the Audience Department.

“Making culture accessible to everyone is one of the fundamental missions of a cultural institution such as the Centre Pompidou. It was therefore essential to have a tool that allows us to diversify our audience segments and create a privileged relationship with our visitors as far

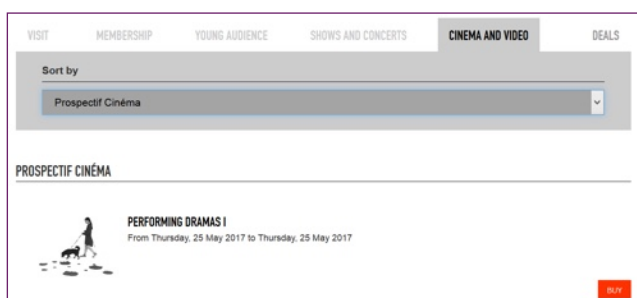
upstream as possible,” notes Catherine Guillou, director of the Audience Department at Centre Pompidou. A key objective was to facilitate the sale of all services on

the online ticketing site – including guided tours and arrangements for groups – with complete control over the setting.

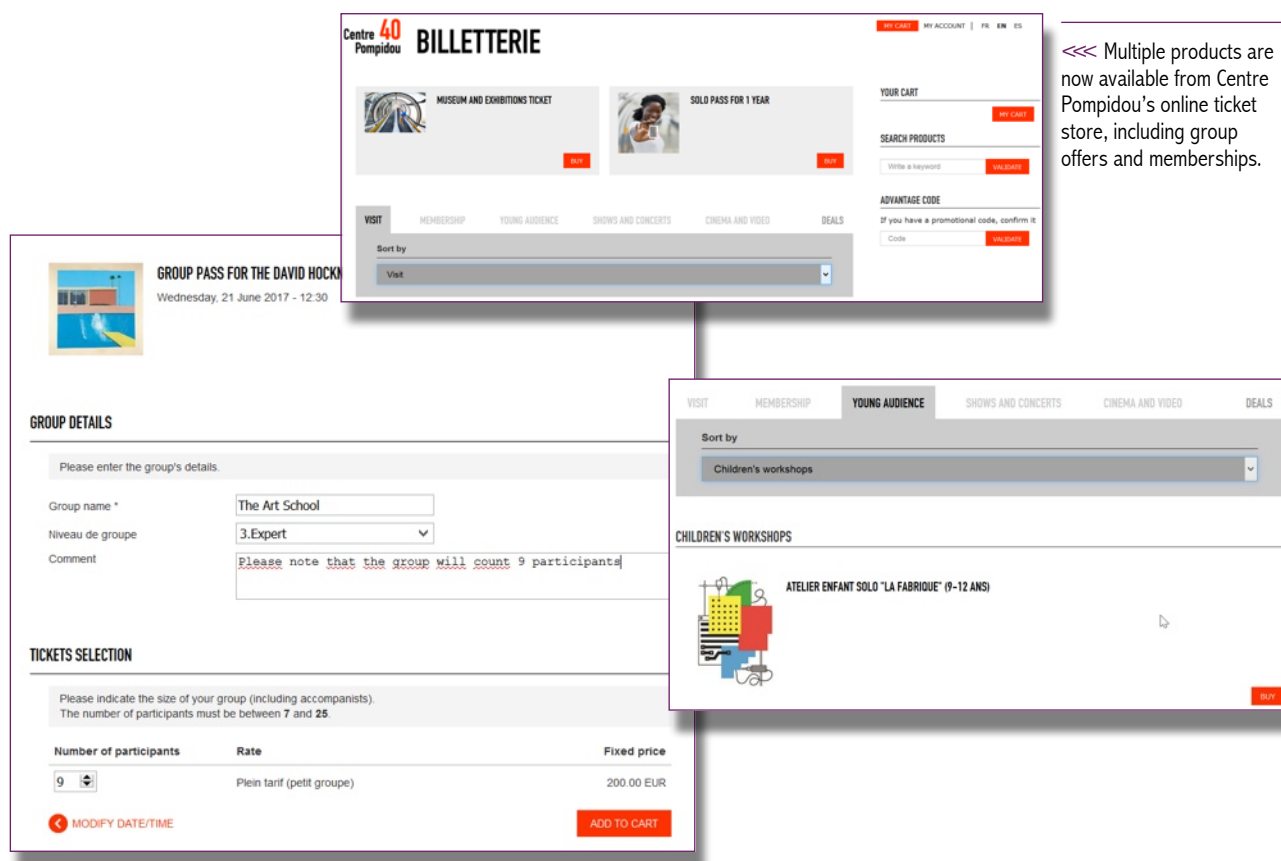
“The ticketing tool in place did not bring us the precision we were looking for in implementing our internet commercial policy. We needed a tool adapted to all the particularities of the different areas of the Centre Pompidou in terms of their marketing (museum, live entertainment, cinema, mediation activities ...),” says Cécile Venot, head of the team in charge of



Credit: Manuel Braun



“From concerts and exhibitions through to cinema and tour offers – the Pompidou Centre has a comprehensive range of ticketing system requirements.



Multiple products are now available from Centre Pompidou's online ticket store, including group offers and memberships.

audience development at the Centre Pompidou.

A second objective was to improve audience targeting capabilities.

"We lacked a complete view of the history and purchasing behaviour of our customers as the data was dispersed in different applications. These data limitations restricted the scope of our marketing actions."

Finally, the project also aimed to consolidate the information system. "We wanted to streamline our applications and centralise our customer data in one single place", says Philippe Benaïche, Director of Information Systems at the Centre Pompidou.

## AN INTEGRATED TOOL

Following competitive evaluation of three providers, the Centre Pompidou selected SecuTix.

"Beyond the rich functionality of the tool, it was the integration of ticketing and Customer Relationship Management (CRM) around a centralised contact point that really convinced us", says Cécile Venot.

The modern approach of the solution was another asset.

"SecuTix 360° is a SaaS solution completely designed for the web. It offers the assurance of a solution that integrates the latest technological developments, protecting us from the risk of obsolescence and allowing us to adapt to the changing habits of our audiences," continues Philippe Benaïche.

***"We lacked a complete view of the history and purchasing behaviour of our customers... This restricted the scope of our marketing actions"***

## A WIDE-SCALE PROJECT

Throughout the project, the SecuTix and Centre Pompidou teams worked closely to implement the wide-scale project, addressing multiple challenges:

- Broad functional scope: on-line sales, on-site ticket office sales or

ticket machine sales, telephone reservations, back office, memberships, access control in the Centre Pompidou and CRM.

- Terminals and equipment: replacement of ticket office equipment, access controls and the set-up of new purchasing terminals.
- Data volume: 500,000 contacts, 40,000 members, sales history for the past three years.
- Multiple user profile: Support of 130 users with varying profiles - reception staff, telephone booking operators, back office, cashiers and marketing personnel.

On 22nd November 2016, the Centre Pompidou began the process of transferring the old system to SecuTix: 24 hours later, the new ticketing system was operational on all channels.

"The actual change in the ticketing system came at a time when the René Magritte exhibition was in full swing and we were three weeks away from the end of the year. In

A multi-lingual ticket shop – with personalised accounts and choice of payment options – has assisted the transition to online sales. >>>

view of the demand, it was essential to limit disruptions to the sales process and to ensure the continuity of operations. The scale of the project was challenging, but everything went well. We recorded our first on-line sale at 7:30am on 23rd November,” declares Philippe Benaïche.

## THE BENEFITS

By increasing the online visibility of the entire catalogue, the audience development team has seen a significant increase in on-line sales of certain products, such as guided exhibition tours, which have gone from an average fill rate of 40% to 90%.

With detailed knowledge of purchasing behaviour, the audience development team can create differentiated offers.

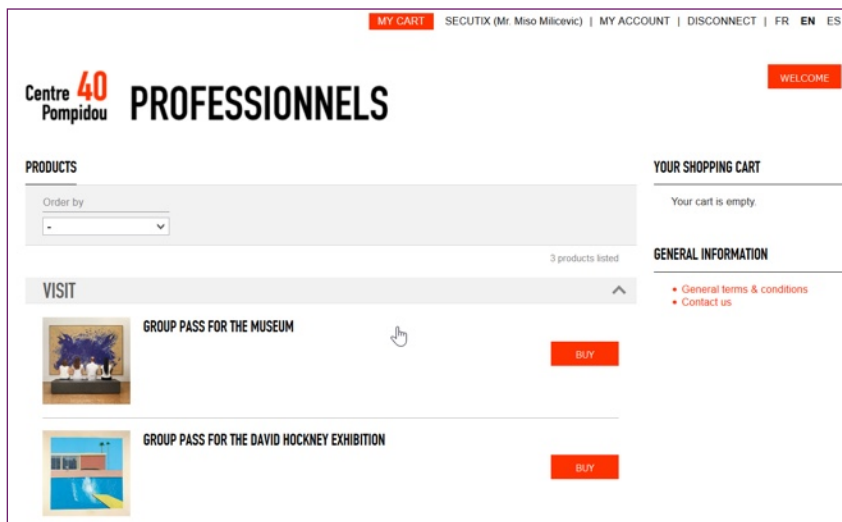
The screenshot shows the 'Centre 40 PROFESSIONNELLS' website. At the top, there are navigation links: 'MY CART', 'SECUTIX (Mr. Miso Milicevic)', 'MY ACCOUNT', 'DISCONNECT', and language options 'FR', 'EN', 'ES'. A 'WELCOME' button is on the right. The main heading is 'PROFESSIONNELLS'. Below it, a sub-heading reads 'GROUP PASS FOR THE DAVID HOCKNEY EXHIBITION' next to a small image of the exhibition. The 'DATE SELECTION' section prompts the user to 'Please choose the date of visit.' and shows a calendar for June 2017. A legend indicates: green for 'Available', orange for 'Limited availability', and red for 'Not available'. The calendar highlights June 21st as available. Below the calendar, a table titled 'Available visits for the Wednesday, 21 June 2017 (13 / 13 displayed)' shows time slots from 11:30 to 17:00. Each slot has a 'Price' of 'From 200.00 EUR' and a 'SELECT' button. The 14:30 slot is marked as 'Not available'. On the right side of the interface, there are sections for 'YOUR SHOPPING CART' (stating 'Your cart is empty.'), 'PAYMENT MODES' (listing VISA, Mastercard, JCB, and American Express), and 'GENERAL INFORMATION' (with links to 'General terms & conditions' and 'Contact us').

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Credit: P. Migeat





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"We now have a 360° view of our customers' purchasing experience for all our services. A simple look at the contact sheet tells us if a member has bought a ticket for an event. This visibility allows us to better segment our audiences and create offers in line with their expectations. In addition, we are now able to measure the impact of our campaigns on ticketing revenue, allowing us to adjust our strategy continuously and ensure better operational management. This tool has opened up a whole new range of possibilities," continues Cécile Venot.

The deployment of SecuTix has also made it possible to optimise

certain management processes, such as group sales. The audience development team has dematerialised certain processes, such as sending confirmations for group visits or the sale of memberships, which are now available online from the Centre Pompidou call centre.

## DIGITAL TRANSFORMATION

"It is hugely satisfying to have succeeded in modernising the box office of a cultural establishment the size of the Centre Pompidou in such a short time frame. Ticketing is a sensitive area that affects revenue, the quality of the service offered to the public and acceptance of change for the teams."

"The success of the project on these three points underpins our choice of a SaaS solution and confirms our skills in supporting major projects," observes Christian Binelli, Managing Director of SecuTix France. "I'd like to take this opportunity to congratulate the management of the Centre Pompidou for wholly embracing a very broad and far-reaching vision of this project, an essential factor for success in the digital transformation of cultural establishments." ■

## Learn more about the solution at Centre Pompidou

Eight months after choosing ticketing engagement platform SecuTix 360°, the Centre Pompidou switched its entire functional area in less than 24 hours, a first for a cultural institution of this scale. SecuTix is a European technology provider of a Ticketing Engagement Platform that helps organisations boost ticket sales and enhance audiences' experience before, during and after live events. Its product, SecuTix 360°, is a cloud-based platform that combines ticketing and marketing functionality, and is offered as a white label SaaS service. Used by the largest sport clubs and stadiums, live entertainment businesses, and leading museums and cities across Europe, SecuTix manages the yearly sales of 30 million tickets. Among our clients are Opéra National de Paris, UEFA, Aspro Parks, Saracens FRC, Paléo Festival, Musée Picasso Paris and more. A daughter company of the ELCA Group, SecuTix has a local presence in Switzerland, France, Germany, Spain and the UK. Learn more about SecuTix [here](#).



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