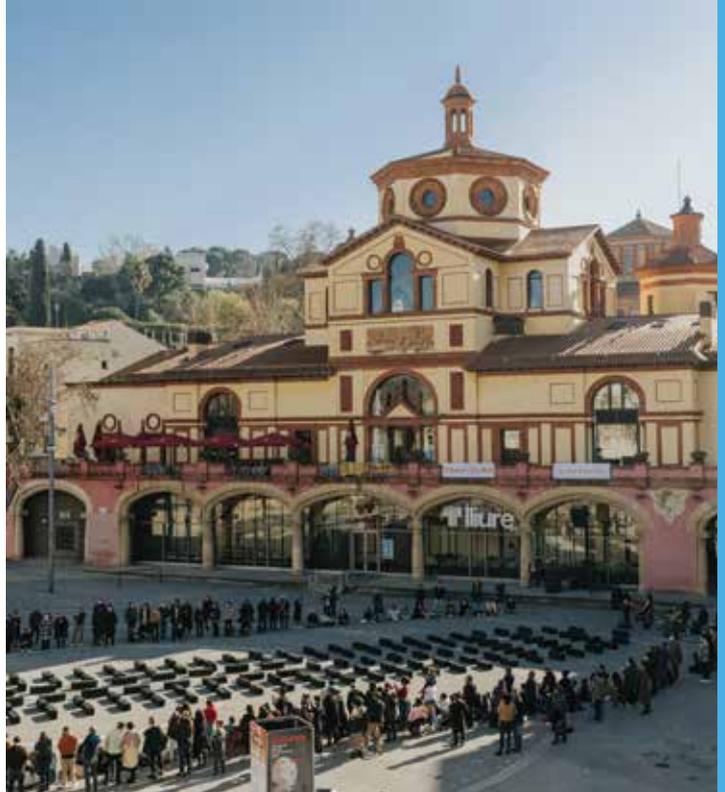


TEATRE LLIURE DE BARCELONA



The Teatre Lliure de Barcelona has partnered with SECUTIX since 2010. We've continued to work together because of our in-depth knowledge of the ticketing sector, the quality of our technical service and our level of flexibility to adapt to the theatre's new requirements



AT A GLANCE

CHALLENGES

- The audience of the Teatre Lliure is very diverse. It is made up of four age groups, equally split with each making up around 25% of the total. The majority of its audience is from the city of Barcelona, but it also receives visitors from nearby regions and foreign tourists, especially at weekends.
- Ticket sales were managed at the box office and through tele-ticketing, so the organization was unable to monitor the type of customer nor the incidents that could arise during the purchase process
- Teatre Lliure needs to personalize and improve the treatment and service with each customer that allows them to analyze the information, they have about each one of them.

SOLUTIONS



The Teatre Lliure de Barcelona is a cultural centre founded in 1976 by a cooperative group of artists under the leadership of Fabià Puigserver. It is currently directed by stage director Juan Carlos Martel Bayod and is part of mitos21, the European network of public theatres. It is constituted as a private foundation, with the participation of the Barcelona City Council, the Diputació de Barcelona, the Generalitat de Catalunya and the Spanish Ministry of Culture and Sport.

The Teatre has two venues: one in Montjuïc, comprising the large-format Sala Fabià Puigserver (up to 720 spectators) and the smaller capacity Espai Lliure (up to 172 spectators), and the other in Gràcia, with a medium-format hall (up to 217 spectators). The current artistic program is organized along four main lines: stage, culture, education and the digital world. The majority of its offerings revolve around text-based theatre, contemporary plays, and are performed in Catalan, Spanish or the native language of each play.

THE CHALLENGE

The audience of the Teatre Lliure is very diverse. It is made up of four age groups, equally split with each making up around 25% of the total. The majority of its audience is from the city of Barcelona, but it also receives visitors from nearby counties and tourists, especially at weekends.

The main challenge faced by the Teatre Lliure was that the box office managed tickets sales using Excel spreadsheets to keep track.

Sales were done through tele-tickets which meant the organization had no way of knowing their customers or having sight on any issues in the customer journey. They needed a solution that would integrate their existing CRM and provide a ticketing platform. A 360 solution was required that would cover all their needs, provide more data about their audiences, personalize their product, and offer a better service throughout the purchasing experience and event attendance.

THE BENEFITS

SECUTIX HAS UNDERSTOOD FROM THE BEGINNING THE NEEDS OF TEATRE LLUIRE AND ADAPTED TO THEM OVER TIME.

After evaluating different options, Teatre Lliure chose SECUTIX because it is the ticketing platform that best suits their needs.



The Teatre required a complete and unified solution that would help them not only to manage ticket sales, but also to build customer loyalty and adapt their marketing campaigns according to their profiles.

To do so, it contracted our S-360 solution, a cloud-based open platform, which allows them to manage ticket sales and improve the connection with their audience. In addition, it has made it easier for them to personalize the treatment and service provided to each of their customers, as it allows them to analyze the information they have about them, and therefore improve their experiences before, during and after the event.

IN-DEPTH KNOWLEDGE OF THE MARKETING SECTOR

As a publicly owned entity, the contracting of this type of supplier has to be awarded through a tendering process and contracts are signed for a duration of two years with the possibility of an extension for a further two years.

Teatre Lliure's Audience, Administration, Marketing and Communication departments were involved in the final decision. We have been renewed several times since 2010 thanks to our ticketing expertise, the quality of our technical service and our level of flexibility to adapt to the requirements of the theatre as the sector and the needs of its different audiences change.

THE RESULTS

Thanks to our S-360 solution, Teatre Lliure has been able to improve its ticket sales management and to digitally accompany its customers throughout the purchase process.

Since SECUTIX has been contracted, the customer journey has been smoother, generating fewer enquiries to the box office. This has had the knock-on effect of freeing up the back of house team to focus more time on their other responsibilities.



"Since we have been working with SECUTIX, we are able to personalize ticket sales management according to the profile of our spectators. Their solutions allow us to get to know them better, help them throughout the purchase and attendance process, and offer them a better service according to their habits and needs.

And all this from a single integrated platform. During the years we have been using it, the platform has performed very well, even at times of peak demand for tickets."

Albert Minguillon
Director of Audience Management

A CLOSER AND MORE PERSONALIZED SERVICE

The collaboration between the two partners allows Teatre Lliure to have a CRM, Business Intelligence and an integrated ticketing system, all in a single tool.

With it, it can offer a better and more personalized service to each spectator, from the moment they buy a ticket until they enjoy the play.

It is vital for the theatre to have these digital solutions because it means they can now evolve and modernize its management and offer

