



## The American Museum of Natural History Leverages the tGen Ticketing System

### Background

The American Museum of Natural History (AMNH) in New York is one of the country's most widely recognized museums. AMNH attracts more than 3 million guests each year with their world famous exhibits, IMAX films, and Rose Center Planetarium shows. AMNH's primary goal is to drive attendance and revenues by offering exceptional customer service to a wide-range of patrons including school groups, individuals and members. To meet this goal, AMNH needed a comprehensive ticketing solution to manage their business.

### AMNH implemented tGen to

- ▶ **Sell General Admission and Combination Tickets**
- ▶ **Optimize Sales Channels and Automate Manual Processes**
- ▶ **Manage Group Scheduling and Resources Efficiently**
- ▶ **Better Track and Analyze Performance Metrics**

### Client Quotes

*"During our busiest days, we sell admission to more than 32,000 visitors in a single day. By leveraging our automated sales kiosks to sell up to 25% of the tickets, we keep visitors moving through the doors quickly, avoiding long lines."*

*Sally Holt  
Associate Director  
American Museum of Natural History*

## How AMNH Maximized Their Comprehensive Ticketing Solution

### Implemented an Integrated Solution

- ▶ Deployed a central patron database, and general admission ticketing system across all departments
- ▶ Trained the staff to utilize the single solution including:
  - General admission
  - Group scheduling
  - Memberships
- ▶ Streamlined reporting, data and IT support across the entire solution

### Built the Infrastructure for a Centralized System

- ▶ Created a central reservations department to manage all areas of the museum
- ▶ Aligned the staff and organizational structure to maximize efficiency
- ▶ Managed resources across the museum on a single integrated system

### Built Out a Multi Channel Sales Strategy

- ▶ Operate an internal phone room capable of group scheduling
- ▶ Built online sales channel to sell tickets via [www.amnh.org](http://www.amnh.org)
- ▶ Enabled automated sales kiosks
- ▶ Sell tickets via multiple ticket office windows

# The Benefits of AMNH'S Comprehensive Ticketing System

## 1 Sell General Admission and Combination Tickets

- ▶ Realized 40% of total admission sales through combination tickets
- ▶ Raised per caps by selling multiple admissions to patrons
- ▶ Enriched the customer experience with a single purchase for multiple admissions
  - Super Saver Combo - Gain access to all of the exhibits or shows (up to seven) for one price. i.e. Museum admission, access to special exhibit, plus Rose Center admission
  - Exhibit plus One - Museum admission plus a show. (i.e., IMAX, etc.)

## 2 Optimize Sales Channels and Automate Manual Processes

- ▶ Sold admission to up to 32,000 attendees in a single day without long lines at the entrance
- ▶ Built an online sales channel to sell general admission and combination tickets conveniently online
- ▶ Sold up to 25% of onsite tickets in a single day through 10 automated sales kiosks
  - Reduce lines and capture additional sales
- ▶ Operate an internal phone room capable of group scheduling, managing resources and staff

## 3 Manage Group Scheduling and Resources Efficiently

- ▶ Assign and track resources, rooms and staff members when scheduling group activities
- ▶ Manage school groups to book space for 25 lunch rooms, at 25 minute intervals each day
- ▶ Attract more groups to drive admissions and revenue
- ▶ Accommodate multiple groups simultaneously through streamlining the group scheduling process

## 4 Better Manage Members with Future Enhancements

- ▶ Enable members to bypass ticket window lines to gain admission with member access scanning
- ▶ Allow members to purchase a membership online and get immediate access to online member benefits
- ▶ Offer members the ability to securely access special member events or pricing online by entering their member number and password
- ▶ Automate member entitlement tracking with both online and back-office sales channels

## Client Quotes

*"We realized 40% of all sales through combination tickets, allowing our patrons to purchase a single ticket for museum admission, IMAX films, the Rose Center Planetarium and special exhibits. It offers our patrons a great customer experience while providing us tremendous up-sell capabilities."*

Sally Holt  
Associate Director, American Museum of Natural History

*"We're excited about the new functionality we will offer to enhance member services including online member recognition, managing member entitlements at the point of sale and member scanning upon entry. Together, this functionality will aid us in our effort to recruit and retain valuable members."*

Sally Holt  
Associate Director, American Museum of Natural History