

CASE STUDY

THE MAKE BELIEVE GROUP

e-commerce ticketing system and Intranet



COMPANY DETAILS

The Make Believe Group is a performing arts company with over 40 branches and 3000 pupils across the UK.

SERVICES PROVIDED

Online platform development, hosting and ongoing support.

THE CHALLENGE

As we had already provided Make Believe with marketing websites, blogs etc. we were asked to develop an online ticket purchase/seat selection platform for use by pupils and their families to purchase spectator seats in a number of UK theatres for regular pupil showcases. Venues included G-Live, Stratford Circus, and other large theatres.

Make Believe also wanted to integrate the ticketing system with a new Intranet which would be used by their franchisees to monitor seat sales at their own branch etc.

OUR SOLUTION

As we often find, our client had seen functionality similar to their own requirements online – in this case, in the major ticket selling websites, but their own budget was far lower.

We developed a far cheaper bespoke solution which met the client's specific needs within a very modest budget.

The system was used to reserve over 10000 theatre seats across a number of performances and handled payments in excess of £200K with secure integration into a High Street Bank API.

SCREENSHOTS

