



## Case Studies

### Clients

British Broadcasting Corporation

British Museum

Design Museum

Glasgow Science Centre

Imperial War Museum

Leeds Castle

London Aquarium

National Maritime Museum

National Tramway Museum

Natural History Museum

Paignton Zoo

Science Museum

Shakespeare Birthplace Trust

Techniquet Cardiff



Designmuseum

London by Tower Bridge





## The British Museum



A major installation for TOR has been the integrated ticketing, advanced reservations and educational booking system at The British Museum. Based in Bloomsbury, London, the museum offers free access to the public and attracts over 4,000,000 visitors a year. The Maxim system manages the vast array of optional extras that are available within the British Museum's many galleries and exhibitions.

Transactions range from charged entries for specific exhibits or venues, through booking corporate customers into various prestigious locations, to the booking of individuals into the many day and evening events in the galleries.

The Museum has a large demand for educational booking, which is met by Maxim, allowing for complex bookings from schools. Each school can visit multiple areas of The British Museum using a tailored itinerary created by Maxim, detailing where the groups should be during their visit. This means that areas within the museum are never under or over utilised, allowing for a free flow of visitor traffic around the exhibits and an efficient use of the resources.

Corporate booking is a valued source of revenue for The British Museum, which they encourage through discounts and tailored events. Maxim can easily book corporate members into one or more areas and charge accordingly.

Most recently TOR's Maxim Solution has been the method used to pre-book and sell walk-up tickets to the most important exhibition the Museum has held in recent times – the First Emperor.



## The Imperial War Museum



**TOR Systems has for several years worked alongside the Imperial War Museum supplying all the ticketing and admission needs for the Museum's five locations.**

Maxim, TOR's high-speed booking and admissions system has been successfully installed at HMS Belfast, the Imperial War Museum North, The Cabinet War Rooms - Winston Churchill's war-time headquarters, Imperial War Museum London and Imperial War Museum Duxford.

All five sites are connected through a wide area network (WAN), which allows the central office to control the ticketing system centrally. The WAN enables them to configure the software, draw off reports and maintain the system from one convenient location.

The Imperial War Museum North opened to the public in July 2002: the site generated a large amount of interest due to Daniel Libeskind's stunning architecture, which works as a metaphor for battle on the sea, in the air and over land.

The much-acclaimed site uses Maxim to deal with its wide range of demands, including, walk up ticketing, advanced and educational booking and corporate hospitality. TOR's software was an obvious choice for the museum as it is more than capable of handling multiple functions for large sites.

More recently The Imperial War Museum required a reliable and straightforward Internet booking and ticketing capability. TOR System's MaximWeb offered the ideal solution and has proved to be a highly popular method of booking, particularly for IWM Duxford Air Shows.



## Leeds Castle



**Leeds Castle is known as 'The Loveliest Castle in the World' and is located in Kent, England. It is a popular destination and as such needs an effective ticketing system.**

The Castle uses TOR's Maxim for its walk-up ticketing, group bookings and coach party entry.

Individuals and groups are able to book tickets for the Castle easily in advance to guarantee a ticket on a specific day – if required final numbers can be modified at the ticket office on their arrival. Customers either pay by credit/debit card or can be invoiced.

Coach companies have a more complex requirement and will often book into the Castle for the entire season. TOR provides a repeat booking facility for the Castle that allows just one transaction to be entered and repeated over many further dates, saving valuable operator time.

As the coaches may arrive on a particular date with more or less people than expected, the ticket office is able to amend the booking and issue the correct amount of tickets. The booking office can then invoice the coach company for the number of people who actually visited on that date.

The main ticket office has to deal with the varied range of advance bookings as well as customers turning up on the day; so a fast throughput is essential. To aid speed of access the Castle uses TOR's credit card system, which incorporates the credit card process into the actual sale, allowing a speedier transaction.



## The Science Museum



**TOR currently provides integrated ticketing, advanced booking / reservations and access control for the Science Museum in London. The extended Science Museum now includes an IMAX theatre, which is booked and ticketed using TOR's Maxim Solution.**

When processing tickets for the IMAX theatre, the Maxim system automatically sells tickets for the next available show, but the operator may select an alternative time or date. A ticket is generated with its own unique barcode, which is used to enter the theatre via automated access control.

Access control is provided by hand scanners situated at the entrance of the theatre. The bar-coded ticket is scanned by the reader and, if validated, allows the customer to enter the theatre, promoting a constant flow of visitors.

The IMAX Theatre shows films supplied by various companies – all of which are paid a percentage of the ticket sales, or a pre-defined amount. TOR's Maxim has a fund distribution module that enables these amounts to be automatically calculated and the revenue split accordingly.

Visitors can pre-pay for tickets to guarantee spaces on specific museum tours; these can be sent out in advance or held on the system ready for collection on the day of their visit. Customers having advance tickets simply go to the ticket booth, where the operator recalls their booking and issues the tickets.



## Customer Comments



"The Imperial War Museum chose TOR Systems after a lengthy selection process. The Maxim product fitted the Museum's varied needs across all the sites allowing us to establish a corporate standard of service. Its ease of use and ability to expand to meet the Museum's ever-changing requirements mean it was the ideal choice. The staff have been a pleasure to work with, and their extensive experience in the museum world has been a real bonus."

**Geraldine Philpott**  
Project Manager, Imperial War Museum



"The National Maritime Museum installed TOR Admissions System in 1993 - we currently use it in our three historic sites in Greenwich. Over the years the system has developed and provides accurate analysis of visitor flow between our sites, including statistics on visitor type (Adult, Child/Concession) and whether it is a first or repeat visit. TOR has worked with the NMM in developing the system to suit our specific requirements to a high standard."

**Sarah Connolly**  
Bookings Manager, National Maritime Museum



"Paignton Zoo Environmental Park has used TOR Systems for its electronic ticket entry and membership system since 2000. TOR have worked closely with the Zoo to provide an imaginative and effective solution to our requirements as they have developed."

**Chris Wreford-Brown**  
Administration Manager, Paignton Zoo Environmental Park



## Techniquest



**The foremost Science Centre in Wales installed a Maxim system from TOR in 2007.**

Techniquest, based primarily in Cardiff, uses the Maxim system to effectively resolve the complexities of visitor management.

Using Maxim's detailed educational booking facilities, touchscreen front desk units, membership and fast Chip and PIN the system has been implemented smoothly and effectively. Judith Lewis, Finance Director, says of Maxim "We are very pleased with the Maxim system at Techniquest. The system allowed us to implement reclaiming of Gift Aid and this is now fundamental to our business. Maxim's flexibility has proved extremely efficient as we develop our extensive outreach Programme.

The membership system is now being implemented to improve the service and hopefully the take up of our Friends scheme."

Techniquest also use the Maxim system to allocate resources, including the support of their outreach work, where items are used outside of the centre, allowing Techniquest to reach all of the communities of Wales.



## London Aquarium



**Installed in October 2007 the Maxim system at the London Aquarium has improved visitor numbers and customer satisfaction.**

According to Marketing Manager Kevin Broome "Since installing the TOR system (October 2007) it has removed the operational headaches that had been holding us back and more importantly has allowed us a greater flexibility in the ability to sell on-line, improving both visitor numbers and the visitor experience. Now we have the Maxim system we will be using its marketing capabilities to the full, to fully support and advise our marketing plans"

The system utilises the simple-to-use MaximWeb system that allows visitors to book tickets in advance and skip the queues on arrival. Currently several hundred people each day take advantage of this service. All MaximWeb bookings are within the same system as the front desk staff use and so printing off tickets for customers on arrival is a breeze. Says Louise Patience, Front of House Manager "It's so simple to print off web tickets. The customer jumps the queue, gives us their reference number and out come the tickets."

Front desk staff use the latest touchscreen technology to quickly produce tickets for their customers, who then enter the Aquarium via automated turnstiles, using the latest Q-Cheetah technology.



## Glasgow Science Centre



Originally installed in 2000, the Maxim system at the Glasgow Science Centre has undergone major upgrades in the last 12 months, with both Gift Aid and on-line ticketing having been added.

Both of these elements have made a significant positive impact on the business. For example, the MaximWeb on-line ticketing system has worked flawlessly for some of the biggest films to be shown in IMAX. For the new Harry Potter film released in April 2007 the majority of ticket sales were on the web, and all of these were collected at automated ticket collection points, so making huge staff savings.

Says Alan Reid "We are delighted with the product - it has delivered great results so far! Within four weeks of launch, we had achieved c. 13,000 ticket sales!"