



On the day sales



Fast access and the elimination of queues are crucial to the success of all visitor attractions, whatever their nature.

Maxim applies a combination of technologies providing for super-quick transactions and the ultimate in ease of use.

Maxim enables operators to meet and greet visitors; up sell other profitable products, processing Gift-Aid simply and effectively whilst remaining customer focussed. These, rather than concentrating on the mechanics of the system, are key benefits for your business.

Fast transactions

Allowing rapid entry is critical to queue reduction and ensuring customer satisfaction. Maxim accepts payment by Chip and PIN with an authorisation time of approx 5 seconds, speeding up transaction times. Maxim also allows the tender of multiple payments within a single transaction, and acceptance of coupons for discount purposes. It uses industry standard, high speed BOCA ticket printers to produce high quality souvenir tickets quickly and reliably, time after time.

Touchscreen or keyboard entry

Users generally find touchscreens faster and easier to use than keyboards. Maxim offers both options, ensuring the fastest interface for your team to use. In this instance Epson IR700 Touchscreen POS PC Units with large (15 inch) TFT screens are recommended.

Gift Aid

The capture of Gift-Aid under the 2006 HMRC regulations is an integral part of the Maxim solution. Maxim assists the operator in processing the transaction efficiently by presenting Gift-Aid data capture screens, utilising fast post-code look up and prompting for the required additional data to be entered prior to completion. Printing of the essential Gift-Aid Certificate for the visitor is automatically enabled. Fully HMRC compatible Gift-Aid declaration reports are intrinsic to the system.

Combination tickets

Allow a group of tickets to be produced by selecting one item. This is useful when producing Family tickets where for example, 2 Adult and 2 Child tickets need to be produced by selecting a single item.

TOR Systems

World Class Visitor Solutions



Promotions

An integral part of the Maxim system is the acceptance of promotions. These can be in the form of printed material from, say, a newspaper and given in at the front desk to reduce the price of admission, or allow in one person for each full-paying adult. The redemption of promotions is fully audited and reported, showing take-up rates of promotions, and their cost.

Graphical timelines

The time line feature enables operators to see at a glance how full an event is. The time line changes colour, from bright green to red (user configurable) alongside reducing capacities and indicates the remaining capacity to the operator.

Multiple timed events

Maxim's users can sell for one or many timed events within a single transaction.

Security Measures

This feature enables managerial staff to implement security codes so that front line staff cannot gain access to areas that may not be changed without authority. Security levels help to minimise fraud and ensure that inexperienced staff do not tamper with settings and inadvertently cause problems. All user actions are fully audited.

Kiosks

Maxim provides kiosks for collection of web-booked tickets, or the sale of tickets to customers on the day. They allow customers to avoid queues, improving their experience of the visit and reducing your staffing overheads.

Kiosks may be used as an integral part of your Q-Busting strategy.

Seated events and performances

Maxim allows the user to create multiple seated events for different performances in the diary. Straightforward selling screens clearly show aisles, seat numbering, available and pre-booked seating. Designated seating for those with physical or sensory impairment can be created to meet your requirement and provisions.

Membership and adoptions

Membership schemes encourage repeat visits and word of mouth advertising, whilst creating a regular guaranteed income through membership fees and additional purchases.

Maxim's fully featured membership module enables operators to collect all the required client data, including a digital image, and to print a high quality individualised membership/adoption card.

Membership and Adoption transactions may be processed immediately, time permitting, or can be stored in the database and recalled later for image collection, data collation and card printing.

Adoptions can include animal images, details and birthday information and both members and adopters may be sent newsletters, invitations and renewals notices automatically in advance of an expiry date.

Recording of demographic data

Recording further information about an individual or group is essential in ensuring a high-quality visit and for reporting of demographics. Recording fields are fully user-defined and often include; special needs, age-group, nationality, and client interests.

Demographic data may then be used as search criteria for reports and mailings, enable the organisation to target specific segments of its customer base.

Print off bookings

Once advanced bookings have been made by internet or phone, Maxim allows the user to print these off quickly.

Says Louise Patience, Front of House Manager at the London Aquarium "It's so simple to print off web tickets. The customer jumps the queue, gives us their reference number and out come the tickets."