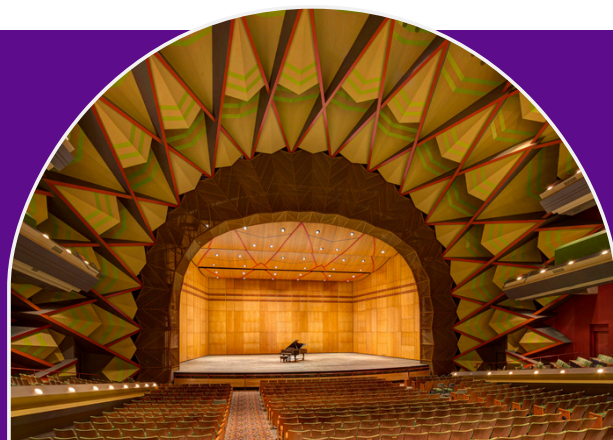


ALASKA CENTER FOR THE PERFORMING ARTS CASE STUDY

A client since 2005, the Alaska Center for the Performing Arts is a cultural beacon in Downtown Anchorage comprised of four venues.

Seat Count: 3,230+

Client Since: 2005



OBJECTIVES

The Alaska Center PAC needed to upgrade from outdated and obsolete box office functions into an electronic ticketing system with an advanced online seat selection process. The PAC also needed the ability to handle ticket selection for other third-party venues that sell through their box office, *CenterTix*.

SOLUTIONS

Each *accesso ShoWare* client is assigned a Client Success Manager (CSM) who serves as primary point of contact for any questions or special requests, including custom reports. Our team trained the Alaska Center team on the interactive seating map feature and has continued to develop solutions to meet their evolving needs over the years. Equipping our advanced hardware solutions, the PAC team no longer faces issues with frequent down time and network interruptions.

RESULTS



Easy Exchanges

The exchange function is more efficient for staff compared to the old method of canceling and reissuing tickets, reducing time spent on assistance and increasing customer service and retention.



Excellent Customer Service

"What I've appreciated so much, as I mentioned before, is the support from the team. Even when our CRM isn't available, there's always someone available who can help us out. The support has been fantastic." - John Fraser



Increase Sales With Qualifiers

By introducing access codes and password-protected events, the Alaska Center has seen increased demand and been able to reward selective groups such as frequent patrons with exclusive offers.



Constant Product Evolution and Development

As the ticketing industry changes, *accesso* is continually developing new features, such as advanced reporting and event communication tools.

AT A GLANCE

Challenges

- Archaic Seat Selection
- No Support for Multiple Events and Venues
- Frequent Down Time
- Lack of Hardware

Benefits

- More Efficient Operations
- Increased Customer Service
- Increased Demand
- Constant Development



*"You know, ticketing is all about flexibility of mind and application, and working toward a common goal. We've been able to do that with **accesso** and with the **ShoWare** software."*

John Fraser

Director of Ticketing
The Alaska Center