

REAL RESULTS

84%

Reduction in Box Office
Training Time

29%

Growth in Online
Channel Sales

10,000

Exchanges Processed
Each Season



Streamlining Operations and Driving Sales with **accesso**

The Leshar Center for the Arts is the premier destination for exceptional arts and entertainment experiences in Walnut Creek, California, serving 350,000 patrons annually. Discover how they worked with **accesso** to increase online sales.

Learn more about the Leshar Center and **accesso** success story or take a look at our other case studies on our [website](#).

THE CHALLENGE

The Lesher Center works with 80+ producers and promoters to present over 600 ticketed performances a year, offering a variety of season packages and subscriptions across their 4 theatres. Season packages comprise the majority of their business, reaching over 2,300 households with their renewal campaigns and allowing unlimited exchanges for their members. Altogether, the Lesher Center regularly processes over 10,000 exchanges a year which can be very tedious. They wanted to streamline operations by bringing these transactions online, but their current vendor was lacking in this functionality.

In 2014, the Center took the opportunity to conduct a full search for a new ticketing solution. Any replacement needed to include core features like discounts, promo codes, pre-sales, access control and ticket scanners, but it also needed to have more advanced online functionality across the board, including the ability to customize ticketing pages. Furthermore, as a program of the City of Walnut Creek, the venue's reporting and accounting needs were very important. "We are uniquely a city-tied venue," Egg explained, "We are stewards of public money, so it's important that everything balances to the penny."

"We definitely save time because of how user-friendly the Accesso box office ticketing solution is for our patrons. Our online sales have increased so much that I've even lost the ability to hire a couple more agents at the box office!"

**- Jeremiah Vierling, Senior Ticket Office Agent,
The Lesher Center for the Arts**





Online Season
Package Renewals



Online Producer
Portal



Shorter Training
Time

THE SOLUTION

After an intensive RFP process, the Lesher Center for the Arts selected the **accesso** box office ticketing solution for its robust online functionality, customizable set-up and ease of use. The ability to offer season package renewals online was key to their decision: "Individual renewal notices are really critical to our structures. With the Accesso box office ticketing solution, we can let patrons log into their account and renew directly as opposed to it being so laborious, paper-heavy and mail-heavy," said Egg.

The Center has also been able to launch an online Producer Portal, allowing their promoters seamless access to real-time reporting metrics. "Before Accesso, we didn't have a producer portal so that was exciting to roll out and it let us take those reporting tasks away from a full-time employee," Egg added. Additionally, with the **accesso** box office ticketing solution's highly customizable and intuitive templates, the Center has expanded their event pages and been able to grow their online channel sales by 29%.

Since implementing the **accesso** box office ticketing solution, the Lesher Center has found that the amount of time it takes to train new agents has dropped tremendously, because it is so easy to use. "With our old ticketing system, it used to take 100+ hours. Now I can have someone selling tickets in 2 days," said Vierling. Some features that help expedite this process include visual indicators during the Exchange process and a variety of ways to search the system. The latter has proven especially helpful with the Center's need for precise accounting: "Every day with our end of day work, we double-check to make sure exchanges have been fully closed," said Courtney Egg, "If there's an open transaction the agent forgot to finish, there are a lot of measures to double-check these transactional loops to make sure our reports are accurate."



“We meet regularly, and I always feel heard. Even if something is not actionable immediately, I know the team will be receptive. Our Client Services Manager keeps track of our needs better than we do!”

- Jeremiah Vierling, Senior Ticket Office Agent,
The Lesher Center for the Arts

OUR ONGOING PARTNERSHIP

As the Lesher Center has refined and grown their procedures, they continue to work closely with their Client Services Manager to develop custom enhancements that will drive further efficiencies. In the past few years, they have developed 59 enhancements together, with Exchange payment customizations and reporting enhancements being the most notable. They look forward to what the future holds with **accesso**.

“Our Client Services Manager has a running list of things we are refining,” said Egg, “and I think the next milestone will be enhancements that help remove even more human errors in reporting.”



Venues around the world struggle to keep up with evolving technology and growing guest expectations. At **accesso**, we provide solutions that empower our clients to create connected guest experiences to drive their businesses forward.

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