YOUR TICKETS.
YOUR EVENTS.
OUR TECH.

MOBILE TICKETS

concierge live

How Businesses Can Profit From The Decline of e-Ticket Usage - Mobile Tickets

The end of e-tickets and physical (paper) tickets is fast approaching as more leagues, teams, music venues, and other major players in the sports and entertainment industry shift solely to mobile tickets.

The business world stands to lose hundreds of millions of dollars in inefficiencies to obsolete systems of ticket management--assuming most companies that rely on ticket giveaways to build strong relations with their clients have systems to manage their inventories at all.

Most losses can be blamed on a failure to cope with the demand of dealing with four critical areas of corporate ticketing:
1. Supply,
2. Inventory,
3. Distribution, and
4. Data

The only viable solution?
A ticket management software platform that provides a balance between convenient automation and full control over corporate ticket procurement, storage, delivery, and information.

Enter **Concierge Live**: the most experienced and reliable firm in the ticket management software industry.

Concierge Live offers users a powerful, customizable, and ultimately reliable product to fit their ticket management needs.

Regardless of any paradigm shifts taking place surrounding ticket types, **Concierge Live,** and its impressive list of clients, are ahead of the game

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**BUSINESSES HAVE TO KEEP UP WITH
BIG CHANGES**

Digital era markets **prioritize goods and services that maximize user convenience**.

Ticketing formats are no exception to this rule. In fact, in the past decade alone, we've witnessed a significant pivot **from physical tickets to e-tickets** across the board.

All signs suggest that concert halls, theatres, opera houses, and sporting arenas will continue to upgrade their admission passes as the years go by. While the average consumer might welcome the changes, **companies that handle massive volumes of tickets** for clients, prospects, and employees have felt a shock.

Now, with the rising popularity of mobile ticketing, a new **shift away from e-tickets** can leave companies scrambling to:

1. **Create and curate databases** for both e-tickets and mobile tickets,

2. **Organize their inventory** of physical tickets,

3. **Coordinate with suppliers** who deal in a wide range of ticket types,

4. **Overhaul their distribution systems** to account for the ticket types their clients, employees, and prospects might use, and

5. **Manage voluminous data sets** (e.g. ROI) necessary for bookkeeping, planning, and optimization.

Until ticketing formats reach a stable resting point (which is to say, until technology stops advancing), corporations will have to shoulder **the cost of repeated alterations** to their in-house processes and protocols if they want to operate at peak efficiency.

Even if the world decides it has seen enough revisions to the ticket, the benefit of designing infrastructure to manage the asset **rarely outweighs** the expenses associated with the task.

These all have poor implications for even the largest of businesses:
* **WASTED TICKETS**

* **LOST OPPORTUNITIES TO WIN CLIENTS**

* **FEWER INCENTIVES FOR EMPLOYEES**

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**MAKING SENSE OF THE SHIFT TO
MOBILE-ONLY**

Accessibility and convenience are the primary drivers of any tech disruption, and the shift to mobile-only tickets makes for a fine example of this concept in action --for instance, **a third of all NBA ticket holders opted for mobile entry** last season.

Whether the fact owes to the growing interconnectedness of our devices, or to a function of plain convenience, more and more consumers appear to prefer when their proof of entry comes at the tap of a screen.

Consumers aren't the only force driving this trend; the supply side is largely responsible for pushing for mobile-entry-only policies. Mobile entry allows stadiums and teams to **profile the kinds of people who purchase seats**, drastically expanding their sales and marketing options.

The coming years are expected to show an increase in revenue across leagues where mobile-entry-only is being implemented which will only encourage **more teams to adopt the policy**.

League	Attendance 2014	Attendance 2015	Attendance 2016
MLB[b]	73,739,622	73,719,340	73,159,044
NBA[c]	21,926,548	21,972,129	21,997,412
NFL	17,606,643	17,509,479	17,788,671

Table 1. Sporting league attendance 2014-2016
   [a] Includes both American League and National League attendance.
   [b] Includes only regular-season attendance.

Source: ESPN
Ibid.
Source: Baseball Reference
Source: NBA.com
Source: Pro Football Reference

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ADDRESSING THE PROBLEM:
TICKETING MADE EASY

For businesses that depend on ticketing to build strong client relationships, boost employee morale, and improve their reputations within their respective industries, there are only two options:

Pour Time & Money into Revamping their Ticket Management

--OR--

Find an Effective Ticketing Solution

An **effective ticketing solution** would streamline the ticket management process by centralizing all tasks that have to do with supply, inventory, distribution, and data.

A solution would need to have anticipated the changes brought about by the shift to mobile ticketing, and would need to have built itself around universal principles of ticket management:

It would have to provide a **user-friendly interface** from which administrators, clients, and/or employees can **scan the market for tickets and place their orders** without any complications.

It would have to provide an **organized inventory system** to account for the company's total stock of tickets, ready to be **sorted according to a diverse set of parameters** like event location and date of expiry.

It would have to provide users with **distribution centers for each ticket to ensure that no tickets are wasted** on account of administrative errors or inaccessibility to claimants.

Finally, it would have to provide a **reliable and easily navigable compilation of data** regarding its users' ticketing activities to afford companies with a clear sense of how to use their assets to **achieve maximum ROI**.

Table 2. Parts of an ideal ticket management solution

Supply	Inventory	Distribution	Data
Quick and easy purchasing interface	Neat and comprehensive inventory system	Designated distribution centers per ticket	Automated data collection and curation

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SUPERIOR TICKETING SOLUTION?
CONCIERGE LIVE

Concierge Live is one of the most experienced and widely respected ticket management software development firms in the industry. No other firm can match its track record for optimizing ticket management for teams, leagues, and Fortune 500 businesses alike.

Ticket purchasing is made easy with **Concierge Live's** shop page able to aggregate ticket offers from each major ticketing site in the market and place the entire procurement process under the direct management of users. Company administrators, their clients, and their employees can shop directly from the platform's own UI.

Moreover, their software offers companies **total control over their ticketing assets**. Their fully automated ticket life cycle automation features enable users to distribute or re-sell idle tickets as expiry dates draw closer, ensuring that no ticket goes to waste.

When users are shopping for tickets, the platform also provides a **range of distribution options**: direct digital delivery if tickets are electronic (i.e. e-tickets and mobile tickets), and physical delivery via courier services, such as UPS or Fedex, for paper tickets.

Finally, data collection and management via **Concierge Live** are designed to be **perfectly comprehensive** as companies can create custom profiles for each client and prospect being offered tickets. Every crucial feature, such as streamlined data entry and customizable report generation, come part and parcel.

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**MAXIMIZE RETURNS
ON TICKET STOCKS THROUGH AUTOMATION**

Concierge Live saves companies time, effort, and resources by providing them with everything they'll ever need to procure, store, and move tickets for maximum ROI.
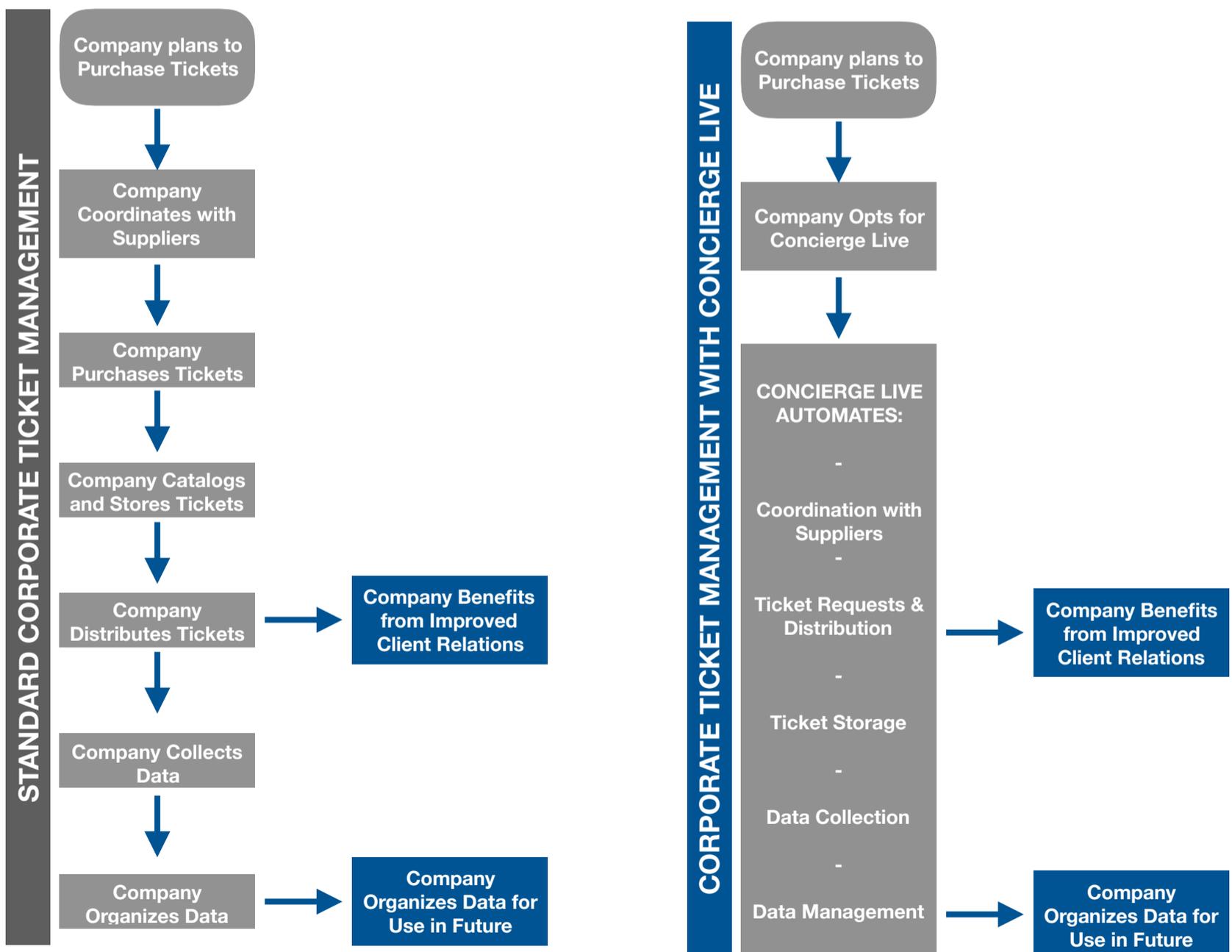
Users don't need to worry about **creating a ticket management system** from the ground up,

Users don't need to worry about **wasting tickets** through passed expiry dates,

Users don't need to worry about **tickets being lost**,

Users don't need to worry about **missing out on vital information** about clients who are offered tickets.

CORPORATE TICKETING BEFORE AND AFTER CONCIERGE LIVE

STANDARD CORPORATE TICKET MANAGEMENT

- Company plans to Purchase Tickets
- Company Coordinates with Suppliers
- Company Purchases Tickets
- Company Catalogs and Stores Tickets
- Company Distributes Tickets → Company Benefits from Improved Client Relations
- Company Collects Data
- Company Organizes Data → Company Organizes Data for Use in Future

CORPORATE TICKET MANAGEMENT WITH CONCIERGE LIVE

- Company plans to Purchase Tickets
- Company Opts for Concierge Live
- CONCIERGE LIVE AUTOMATES:
  - Coordination with Suppliers
  - Ticket Requests & Distribution → Company Benefits from Improved Client Relations
  - Ticket Storage
  - Data Collection
  - Data Management → Company Organizes Data for Use in Future

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Citations

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