New features for TALENT 2020.R1

When business as usual is anything but, TALENT can help you protect revenue with enhanced online product set-ups, risk-free conversions of abandoned baskets and easier management of socially distanced seating

Simplified product setup

Product Setup in now available in Box Office. The user interface has been redesigned, bringing everything (including product pricing, details and summary) into one convenient, single page view.

This enhanced functionality offers an intuitive user experience that provides maximum efficiency for the creation and editing of products. Users will also benefit from new time-saving search and copying features.

The following features have also been moved to Box Office:

> Reset Partial Sales

> Away Allocations

> Product Group Setup

> Locked Product Handling

Revive abandoned baskets

Abandoned basket technology, which emails potential customers with a link that invites them to reactivate their expired shopping basket, is commonly used. Unfortunately, until now, sport organisations have not been able to benefit from this function due to concerns linked to variable pricing.

TALENT 2020.R1 now offers user organisations full traceability of the customer abandonment journey and any connected purchases.

While achieving a greater number of suporters at your events, you can also gain the measureable benefits of fair pricing, higher conversion rates and maximised revenue.

Flexible sale parameters

We've also introduced new functionality that enables users to set sale parameters that automatically change at a pre-selected date and time.

You can schedule as many changes of sales channels, pre-requisites, price codes, guest checkout options, and max tickets as you like, and the system will automatically revert to the new settings at the exact time specified.

Product >
TALENT Ticket Managment and e-Commerce Software

Release Version >
2020.R1

Date >
01/09/2020

TALENT 2020.R1

Automatic refunds

The urgency of the 2020 pandemic lockdown propelled our efforts to build, test and deploy a new automatic refunds feature.

Upon request, the TALENT team can now refund an entire product immediately, directly back to any valid payment card. We can also refund a percentage amount of the total value of season tickets, along with a number of other options.

Socially distant seating

A second legacy of the lockdown is a feature that enables socially distanced seats to be sold online. It provides the advantage of selling directly, without any of the time-consuming manual processes needed to ensure compliance with safe distancing requirements.

This feature includes options to control brush-past, groups per row section and can also enforce groups to be from the same household. Unlike a static pre-defined venue seating map, it dynamically configures and blocks barrier seats. This allows you to protect revenue by selling the maximum number of spectator seats while ensuring safety at the same time.

Give supporters a 3D view

TALENT is now integrated with CFH Design's MyView 3D. If your organisation subscribes to this third-party service, anyone buying tickets online can opt to see a 3D rendering of the view from the seat they've selected.

Price band description override

Previously only available for Away products, this feature is now available for all product types to allow you to more closely tailor price band descriptions to the context of the event.

Key benefits summary

> Single page view for product set-ups

> Tools to reactivate abandoned baskets

> Flexible, pre-set sale parameters

> Managed refunds

> Social distance compliance

> Availability of 3D seat views

> Tailored price band descriptions

If you would like to upgrade to TALENT 2020.R1 please contact your Account Manager or speak to our Support Team

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