



PERFORMING ARTS

TESTIMONIAL



York, UK

York Theatre Royal has been producing great drama in the beautiful city of York for over 250 years and is one of the country's leading producing theatres. Each year the theatre entertains over 200,000 people with its wide variety of performances, events and activities including the much loved annual pantomime starring Berwick Kaler, the UK's longest running Dame.

Challenge

We were looking to upgrade our ticketing solution to support our future aims and objectives and allow us to bring the best possible booking experience to our customers.

Results

The SRO⁴ system has exceeded our expectations with regards to the functionality offered. The discounting options are extensive and by creating rules, we are able to control our discounting and pricing automatically and are reassured that the system will make any necessary changes dictated by these pre-set rules. The system also has an inbuilt reporting wizard to allow the creation of hundreds of reports which are specific to each organisation and an extensive Marketing extraction tool.

"I personally believe that SRO⁴ is the best ticketing system currently available on the market."

Rachel Naylor, Sales & Audience Development Manager

