

Everyday usability

CRM case study in the entertainment sector



Photo: Palace of Arts

Challenge

The Palace of Arts (Mupa) is a cultural hub in Budapest, Hungary, home to the Bela Bartok National Concert Hall and the Ludwig Museum of Contemporary Art. It hosts classical, contemporary, jazz and world music concerts, film screenings, theatre, dance and cirque nouveau performances, literature events and art exhibitions. The Palace of Arts turns 10 in 2015 and decided to mark the occasion with rolling out a new website, introduce a new customer loyalty program and consolidate client data in a new CRM (customer relationship management) system.

Solution

Webra International LLC, in cooperation with Crane LLC delivered an innovative CRM system built on the Webra 3 content management system core that works in concert with other IT systems at the Palace of Arts (specifically, the mupa.hu website developed by Mito, the Interticket ticket sales system and the Kelesys event planning system) to support the e-marketing and client dialogue activities of Mupa, to measure customer satisfaction and preferences, and to provide the necessary infrastructure to support the Müpa+ customer loyalty program.

CRM module – stores and manages personal and contact information of Mupa's clients, provides fast search of their most frequently used data (name, e-mail address, loyalty card number, phone number or postal address), and offers detailed, advanced search capabilities in demographic information, location, customer loyalty and e-mail activities (loyalty level change, purchases, newsletter opens and clicks). Clients can be grouped and labelled freely. The CRM system leverages an advanced access control system to protect Mupa's customers' personal and sensitive information. Certain administrator groups within Mupa can access only the appropriate parts and functions of the CRM system, according to their privileges within the system. The CRM system manages several client types: beyond concert visitors it handles special user registrations by members of the press, musicians, educators and more.

Data cleansing – it is imperative for the CRM module to function properly to have accurate, relevant, error free, timely and up to date customer data in its database. The Webra CRM system has several built in functions to facilitate data cleansing:

- the CRM system automatically validates e-mail addresses, phone numbers and addresses upon input, and enforces data type and data range constraints;
- if not set, it is capable of detecting the clients' sex using a built-in database of given names;
- the CRM system automatically detects potentially duplicate registrations;
- and it provides an advanced user interface for manual data cleansing.

Statistics and analytics – one of the most important services of our CRM system is measuring and tracking the tastes and interests of individual customers. They can select certain genres upon registration (classical music, opera, dance, cirque nouveau and others), but the Webra CRM system – using data flowing in from the website and the ticket sales system – records page views and clicks in newsletters, and analyzes the clients' purchases in order to gather a more refined view of their actual interests and fine-tune the dialogue and afford individually tailored marketing messages.

eDM (e-mail newsletter) module – the Webra CRM system integrates with an innovative newsletter editor and manager (e-mail marketing) module, with the following main features:

- *addressing*: genre segmentation, grouping, labeling and saved searches make it easy to send customers content they care about. Even individual sections of a newsletter can be targeted to specific client groups.
- *personalized newsletter*: every client receives an e-mail specifically created for them. Beyond content segmentation and targeting our CRM system provides further options to personalize newsletters using subscriber name, gender based salutation, events and triggers based on loyalty, registration, purchase and personal information.
- *flexible formatting*: the Webra CRM system is able to send plain text and formatted (HTML) e-mails and – if the necessary hardware is available – SMS text messages.
- *graphical editor*: HTML e-mails can be edited in a built in text editor that can manage formatting, links and images.
- *multiple layouts*: the Webra CRM system manages multiple e-mail types and templates.
- *campaigns*: e-mail messages sent to separate segments can be organized into campaigns, to measure the success and effectiveness of several newsletter instances together.
- *multipart (MIME) e-mail format*: design elements and images travel in the same “package” as the newsletter's text content in order to maintain the intended visual appearance of the e-mails in compatible mail clients without requesting the users' consent to download external images.
- *newsletter events*: the CRM system records open and click events in every e-mail and presents them in the customers' history log and aggregate values in the newsletter instance's data sheet.

The screenshot displays the CRM interface for Műpa Budapest. The main header includes the logo and navigation tabs: Ügyfelek, Kampanyok, **Hírlevelek**, and Jelentések. The user name 'Kovács Irméné' is visible in the top right.

The current view is 'Hírlevelek kezelése » Magyar nyelvű hírlevél'. The campaign title is 'MűPa bérletek 2014-ben hűségkedvezményel'. The interface shows a list of email types on the left and a central dashboard with the following statistics:

41 313	37 968	19 552	3 345
kiküldve	91,9 % kézbesítve	47,3 % megnyitás*	8,0 % visszapattantó

Below the statistics, there are sections for 'Kattintások' and 'Statistikák'. The main content area features a large email preview with the subject 'MűPa bérletek 2014-ben hűségkedvezményel'. The preview includes a main image and several smaller featured articles:

- Verdi Fesztivál:** A Met új produkciója. Elő közvetítés magyar felirattal.
- Cinéma: 2013 - Filmzenei kalendár:** A Klasszikus Rádió 92,1 jövétől ismét a filmzene-műsora legjavából csendülnek fel dallamok.
- Dionysis Grammenos:** Rising Stars (felkerekű csillagok) - alig tizenöt évesen, és a verseny történetében az első fordulókat megnyerte a fiatal művész Európa Versenyét, majd fellépett a Bécsi Ünnepi Hetek nyitónappján.
- ExperiDance: A fából faragott királyfi, A csodálatos mandarin - két egyfelvonásos:** Előadja: Román Sándor táncársulata. "Bartók mindkét műve nő és férfi örök küzdelmét mutatja be, kultúra álltak emberi létünk alapjaiságait. A 20. század forrongó társadalmi változásai, a sötét erők éleket millióit veszélyeztető tömörítése nem választható el a művek alagponozásaitól. A lélek megvilágításába vetett bizalmát Bartók épp a körülmények ellenében kívánja felmutatni. A mai színpadra állítottak sem lehet más a célja, mint hogy a körülöttünk kavargó kaotikus erők ellenében, egy nő és egy férfi egymashoz vezető útján keresztül megmutassák két lélek egymáshoz kapaszkodó szeretetének az egész világot megvilágítani képes eszményét." - Román Sándor és Meskó Zsolt
- Mariza:** Portugália legismertebb zenei aranyosja a fado hangja. A BBC 3 rádió "A világzene legjobb európai művésze" díjat kapta, a 2006-os Concerto em Lisboa pedig Grammy-díjra jelölték fel.
- Zsöda:** MűPa Aranykártya a MűPából. Tíz év legújabb legkiválóbb dalai - ezúttal akusztikus felbontásban. Zsöda ismét verszállatot hoz a MűPából, a koncert észrevétlenül és vonánszerű csodálatos találkozás is lesz.
- Bélga:** Születésnap Bélga módra - tizenöt év összegzése - nagy, országos pártidé. Tele vannak ötlettel, és nem félek attól, hogy meg is valósítsak őket.

The bottom of the interface shows a footer with contact information and logos for various partners like Károli Gáspár Leányiskola, Magyar Államkassza, and others.

Loyalty program – the [Mupa+ loyalty program](#) introduced in 2014 is also managed by the Webra CRM system: it calculates and stores loyalty points (awarded for purchases), loyalty levels (discounts and exclusive offers) and loyalty cards. Mupa's customer service and cashier staff are also able to manage loyalty points manually.

Customer service system – the Webra CRM system has a built in customer service module to manage and deliver services in response to the customers' inquiries, complaints and requests coming in to Mupa through several channels (e-mail, phone, in person, stage manager's log and more).

Integration modules and APIs – the Palace of Arts manages its events and ticket sales using several independent IT systems. With the introduction of our CRM system it became obvious that a secure and modern API is necessary to facilitate data exchange among these connected systems.

The Webra CRM system provides a JSON API over an encrypted channel to select partners to retrieve, update and manage customer information.

The Webra CRM system receives several transactions related to purchases (sales, online voucher sales, voucher printing etc) from the **Interticket** online ticket sales system, and sends back customers' loyalty card information thus enabling Mupa's clients to use their loyalty cards and collect loyalty points in offline transactions (at Mupa's own or contracted ticket offices) as well.

Mupa uses the **Kelesys** program planning and management system to organize its events. The Webra CRM system communicates with the program database and central user database of Kelesys.

The Webra CRM system integrates with **Inetsoft**'s analytics and reporting software: it feeds the necessary data to generate reports and flexible data visualization.

The CRM system allows tracking the newsletter events (e-mail open, clicks) in **Google Analytics**, and – in cooperation with the mupa.hu website – allows customers to register and log in with their **Facebook** account.

References:

<https://www.mupa.hu/>

<https://www.mupa.hu/mupaplusz>

<http://crane.hu/>

<http://mito.hu/>

<http://www.interticket.hu/>

<http://kelesys.hu/>

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Contact:

Tamas Vandor CEO

tamas.vandor@webra.hu

+36 30 914 8539