# SalesVu



# Four Must-Have POS Technologies for Entertainment Venues and Arts and Culture Organizations

*Entertainment venues and arts and culture organizations need robust point of sale (POS) solutions for a variety of functions, from ticketing and concessions to gift shops and donor cultivation. If you're looking for the right POS system for your organization, here are some important elements to consider:*
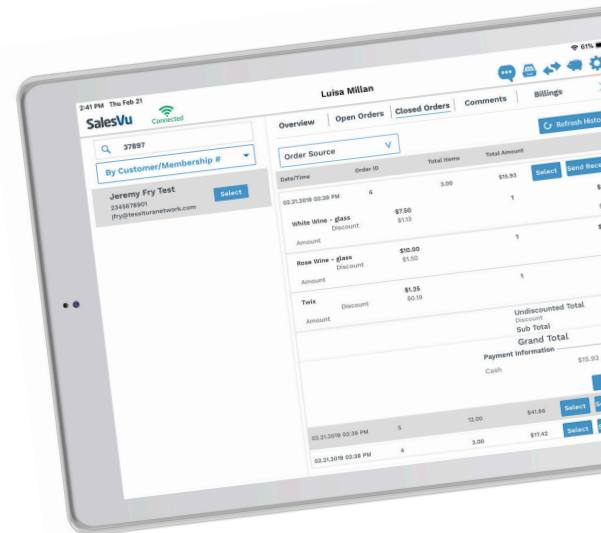
## 1 Flexible POS System

Look for a POS system that can be configured to handle all types of customer transactions, whether it's for tickets, memberships, food and drink, or gift merchandise. Helpful features include:

- Acceptance of a variety of payment types, including cash, credit cards, and gift cards.
- Check-splitting capabilities, whether it's by item, seat number, or specific amounts.
- The ability to start a tab on one terminal and close it out on a different one.
- Automatic upselling suggestions to increase transaction sizes.
- Comprehensive tech support that will be available when you need it.

## 2 Self-Service Kiosks

Self-order kiosks have grown steadily in popularity because of the benefits they offer customers and enterprise owners. Kiosks can minimize wait times and reduce lines for ticketing and admissions, as well as concessions. When guests purchase food and drink during the brief intermission periods of a play, ballet, concert, or other performance, time is of the essence. Self-service allows customers to place orders quickly and accurately. If the kiosk is connected to an EMV chip card reader, payment processing is fast and efficient. Self-service kiosks also reduce labor costs and free up employees to focus on order prep, further helping to ensure that customers don't miss any of the performance.
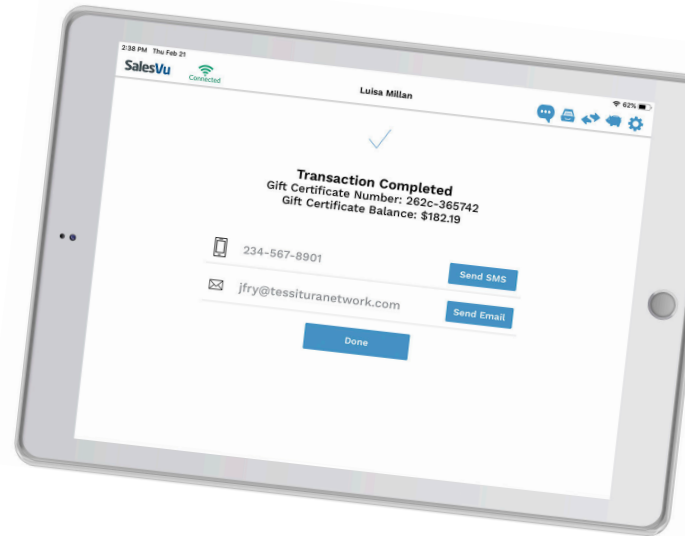
**3** **Customer-Facing Display**

A POS system with a customer-facing display improves the transaction experience in multiple ways:

- It can assist with upselling by providing appealing visuals, thereby increasing order size.
- It allows customers to view their orders and verify accuracy, increasing their satisfaction.
- It can provide tipping prompts and let customers enter tips themselves, rather than face the awkward scenario of the staff member having to ask.

**4** **Integration with Tessitura CRM and Gift Certificates**

Tessitura is a platform designed specifically for arts and culture organizations. If you're already using Tessitura customer relationship management (CRM) software, you'll want a POS system that can integrate smoothly with it — as the SalesVu POS app does. With all of your customer information in one consolidated database, you can access purchase histories and look up any client in the Tessitura database with the SalesVu app. You can search by membership number, customer number, name, phone number, or e-mail address, or you can scan a membership card. Any available member discounts will then automatically be applied to purchases.

The SalesVu POS app and OrderUp self-service kiosks also offer the ability to redeem any gift certificates or gift cards purchased on the Tessitura platform. Simply scan the card or certificate, or enter the number manually. Easy redemption is another way to increase customer satisfaction, and no other integrated system currently allows redemption of Tessitura gift certificates.

*SalesVu offers POS solutions that can not only help you get the most out of Tessitura, but also improve the customer experience and thereby grow your entertainment, arts, or cultural venue. These solutions also include tech support available when you need it, 24/7.* **Contact SalesVu to learn more** *or* **to set up a free account.**

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