

Feature Study

NXNE Uses ShowClix's Box Office Solution to Handle Point-of-Sale Transactions at the Gate

Results

53%

Of total 2018 ticket sales came through the box office

<1

Minute to purchase a ticket at the box office

100%

Visibility into on-site purchase patterns

Background

North by Northeast, or NXNE, is Toronto's leading music festival. It's an annual 10-day, free summer festival and conference that features nonstop music, comedy, gaming, art installations, parties, and more. Their highly anticipated Club Land Curators' series, which is designed by top Canadian musicians to showcase their favorite up-and-coming talent, features more than 30 different shows, each tailored to the unique preferences of the performing artists.

Challenge

After a successful inaugural year for the Club Land Curators' series in 2017, NXNE knew they needed a quick and secure way to handle the growing point-of-sale transactions at the gate for future shows. They wanted to be prepared for any requested payment type, while keeping detailed records of all ticket sales throughout the festival week.

Solution

NXNE implemented ShowClix's box office solution for Club Land to ensure quick transactions and admissions for walk-up sales. The box office allowed them to run multiple payment types, take partial payments, split tender payments, and create reservations in seconds. Plus, with detailed financial records held within the app itself, NXNE was able to keep track of all customer payment details at any time.

 NXNE

"ShowClix's box office is essential to ensuring our attendees have an amazing event experience. With this fast, reliable ticketing, it now takes us less time and resources to process admissions, allowing us to focus on other needs. We can't wait to see what's next."

Jen Fox, Operations Director, NXNE