



Gantner
Ticketing



SUCCESS STORY



“Recreatex provides first class customer journey for London’s Postal Museum

The Postal Museum in London is a unique opportunity to discover some of the UK’s most important industrial and social history. With some 150,000 tickets sold per year, the museum has become a popular attraction for visitors. To make sure they can enjoy a smooth customer journey, The Postal Museum has been using GANTNER’s Recreatex solution as a platform for ticket sales, retail sales, visitor insights, and more.

The Postal Museum lets you dive into the fascinating history of what you could call the first social network: the UK's postal service. Among many other things you can see telegrams about Titanic as she sank (it was a Royal Mail ship), a 19th century mail coach and the guns carried by Victorian era postmen/postwomen. There are vintage Post Office posters and stamp designs, including the original sculpture of the Queen used on the nation's stamps – arguably the most reproduced image in the world.

However, the attraction which probably appeals most to the imagination is the Mail Rail, a ride along a section of the six-mile subterranean track that used to take post from Whitechapel in the east of London to Paddington in the west. The original Mail Rail, which connected with train stations and sorting offices along the route, closed in 2003 after 75 years in use.

The challenge: comprehensive visitor platform

Reopening in its current form in 2017, the Postal Museum was from the start on the lookout for a comprehensive and robust ticketing system.

“Although ticketing software systems were something new to us at the time, we did have a vision of what our system needed to offer,” says Ian Tolley, IT Manager at The Postal Museum.

“Ideally, we wanted to have all activities under one uniform roof, including management of ticket sales, retail sales for the two museum locations, café, events and more. We knew it would simplify and accelerate the gathering of operational and management information if we didn't have to extract it from many different systems.”



The solution: ticketing and retail in one solution

After a thorough market search and tender process which started in 2016, The Postal Museum resolutely chose GANTNER's Recreatex software as its ticketing platform.

“Recreatex offers a remarkably broad scope of functionalities, which for us knocked out most of the competition,” says Ian Tolley.

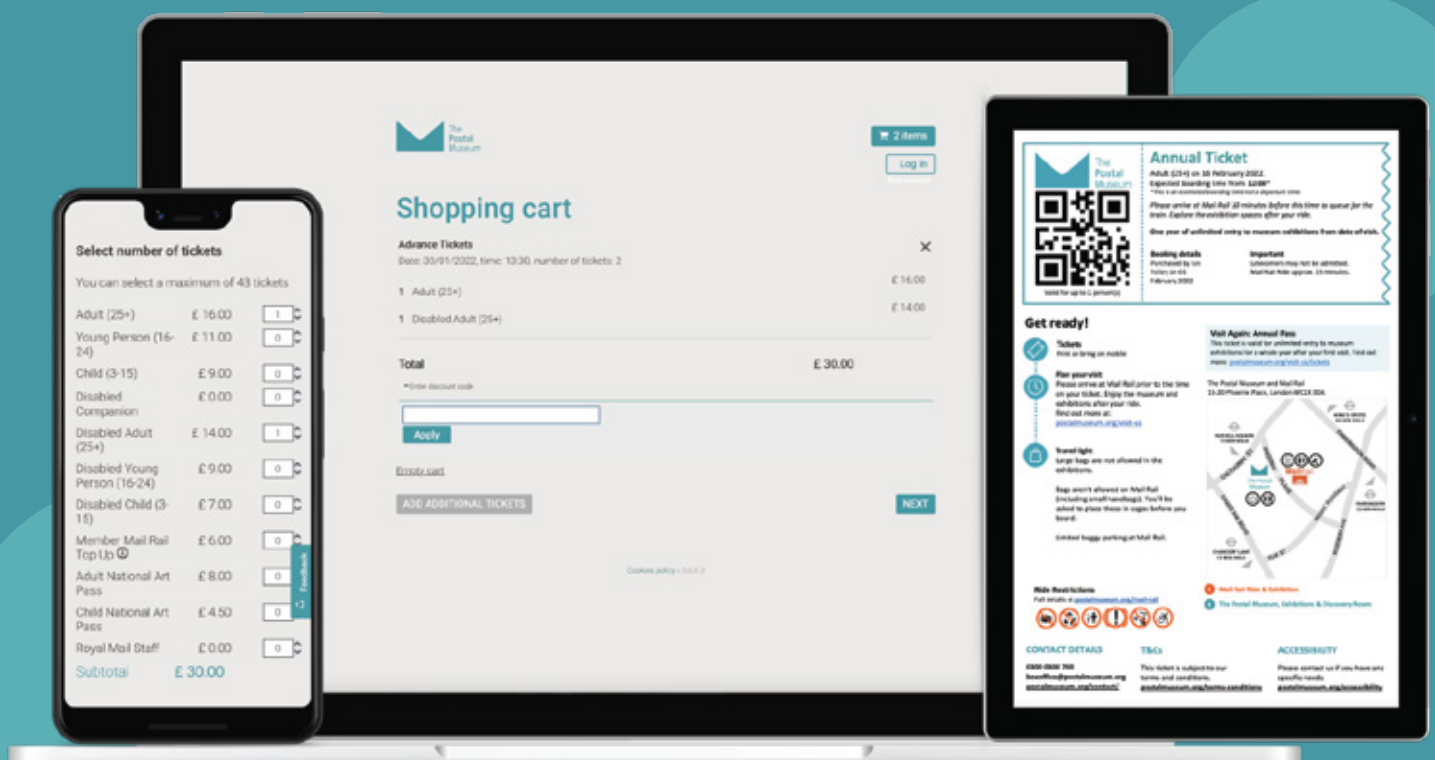
“It’s a powerful, mature system that offers pretty much everything we need. Apart from the ticketing, group, trade and school bookings, we also use Recreatex for our retail sales at the two museum gift shops, and there are many other functionalities which combined to make Recreatex the most comprehensive solution for our needs.”

Smooth integration increases possibilities

One of the strengths of Recreatex which comes into play here is the software’s flexible integration options. For The Postal Museum, Recreatex is fully integrated with Enviso Trade, a plug and play cloud solution that allows the museum to sell tickets through a worldwide ecosystem of resellers. Another integration is Gift Aid, a program unique to the UK, which offers UK taxpayers the opportunity to donate to the museum and which allows the museum to reclaim the tax on all qualifying donations.



Recreatex is also integrated with Sage 200, a financial software package, which offers the Postal Museum a complete overview of the financial side of their operations at a transactional level. Key insights and reports on their visitors are also vital – using ReCreateX’s extensive and highly customizable reporting and dashboard facilities. The museum is also looking to further extend the platform’s possibilities with integration with the MailChimp email marketing platform.



The main visitor shop window

Due to the worldwide pandemic, the museum is currently only offering tickets through its Recreatex web shop, not through physical, on-site sales. This makes the GANTNER platform the main shop window and a crucial point of contact for the visitor. One of the challenges for the web shop was to help the visitor navigate easily through the complex pricing and booking scheme.

Visitors can book a time slot for the Mail Rail and an optional time slot for the Sorted! play area, where under-11s can sort the mail, try on uniforms and get the parcels delivered on time. In addition, the system needs to take into account the people who donate through Gift Aid, and who have extended 12 month membership access to the museum's galleries. Access control needs to be monitored across the Postal Museum site with hand-held ticket scanners. It's a complex set of requirements and, according to Ian Tolley, Recreatex does an excellent job delivering against them.

Maintenance & updates: sit back & relax

It's not just visitors who benefit from Recreatex; Postal Museum staff are also pleased with the GANTNER system. Ian Tolley says that the software is easy to use and front-line employees are able to master the system in less than an hour.

He also says, " Even when an issue does pop up unexpectedly, the vast majority of the problems are solved within a few minutes through GANTNER's reactive helpdesk. "



"Updating and security patching the cloud-based software could not be more painless. When an update is planned, we just sit back and relax, everything goes flawlessly."

Ian Tolley
IT manager

You can find out more about The Postal Museum and Mail Rail at **www.postalmuseum.org**

Contact

GANTNER UK – London
8 Northumberland Avenue
WC2N 5BY London
T: +44 01926 811979

Gantner Ticketing HQ
GANTNER Belgium
Ter Waarde 50
8900 Ieper
T: +32 57 65 00 32