



**CM System Designs**  
Your digital success partner

# Case study

PIZZAEXPRESS *Live*

**PizzaExpress Live**  
Booking Management System (BMS)

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[www.cmsystemdesigns.com](http://www.cmsystemdesigns.com)



**CM System Designs successfully converted our booking process into a comprehensive, centralised, efficient online system...It has helped us save time, and therefore money by automating many time-consuming and repetitive tasks.**

## Overview

PizzaExpress Live produces more than 2,000 shows each year across 5 UK venues. Live music has always been an important part of PizzaExpress and their venues play host to many internationally acclaimed artists. The process of booking artists is done by a small team of experienced music industry professionals who oversee the whole process from initial artist booking, through production logistics to post show accounting & reporting.

Their music manager asked us to conduct an analysis of the entire process used for their flagship live music venues to see whether it could be streamlined and made more efficient and robust.

## Challenges and objectives

To book artists to their music venues, the team had been using a combination of email, spreadsheets and shared calendars which was proving cumbersome to manage. As the whole process was completely manual, it was also prone to human errors.

It was also difficult for music programmers to research sales and feedback for previous shows as all the relevant information was held in a variety of places and formats.

Having completed and presented our analysis, we were commissioned to create a web-based business management system to control the entire artist booking process, from initial research through to post-event accounting.

The new system was also required to integrate with the existing Spektrix ticket sales system and also produce automated data requests to gather sales information from venue managers after each show.

## Our solution

The system focusses on creating a booking through easy-to-use 'wizards' which simplify and streamline the booking process. From this, a number of tasks can be automatically created and assigned to relevant team members to ensure that every aspect of the booking was addressed in a timely manner and kept visible to the whole team in a centralised area.

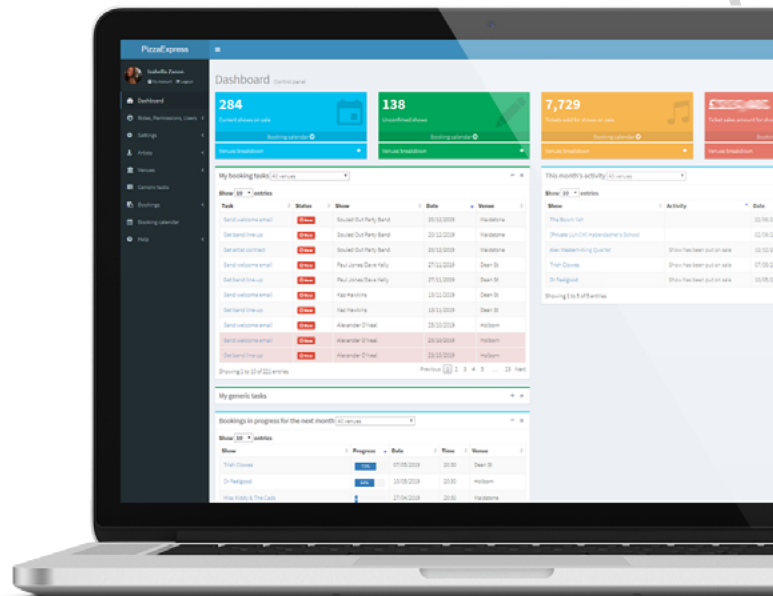
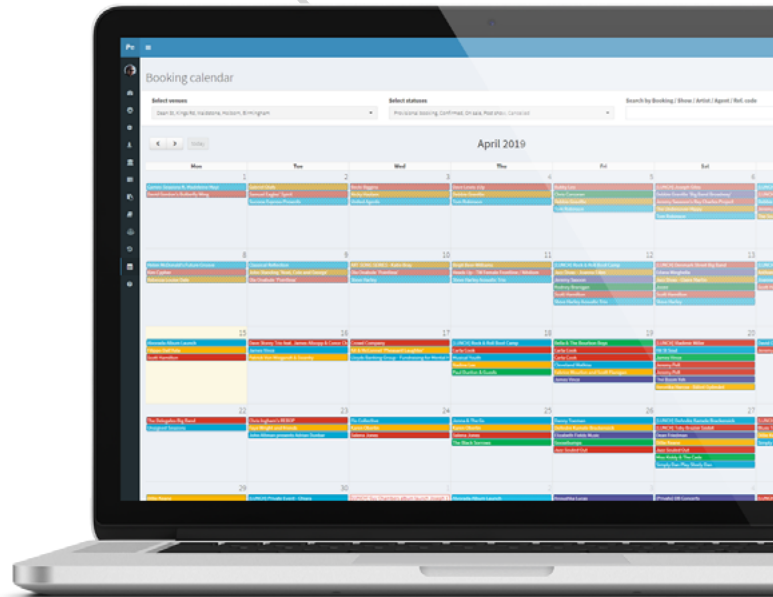
Some tasks send automated emails to artists and their representatives, either requesting additional information from them or providing them with feedback on the booking.

We also created a number of personalised dashboards, so that every member of the team could easily access the information relevant to their responsibilities and prioritise the tasks assigned to them.

For management, we provided top-down analytic views so they could easily see an overview of all current bookings, along with up-to-date sales information, which we provided via an integration with the ticket sales system.

As the team were already used to using a Google Calendar to give them an overview of all existing bookings, we created a colour-coded internal Booking Calendar that replicates and improves on the functionality they were used to and also replicated the booking schedule to an external Google calendar.

The system is mobile responsive and allows team members to access it from anywhere at any time from any device.



**The system is mobile-responsive and allows team members to access it from anywhere at any time from any device.**

## Results

Using the new system makes the team's work more efficient and a lot less time-consuming, allowing them to continue putting on great music at their venues, while the system is doing the laborious digital heavy-lifting behind the scenes.

Automated emails are scheduled to go out after every show to allow managers to input sales data back into the system.

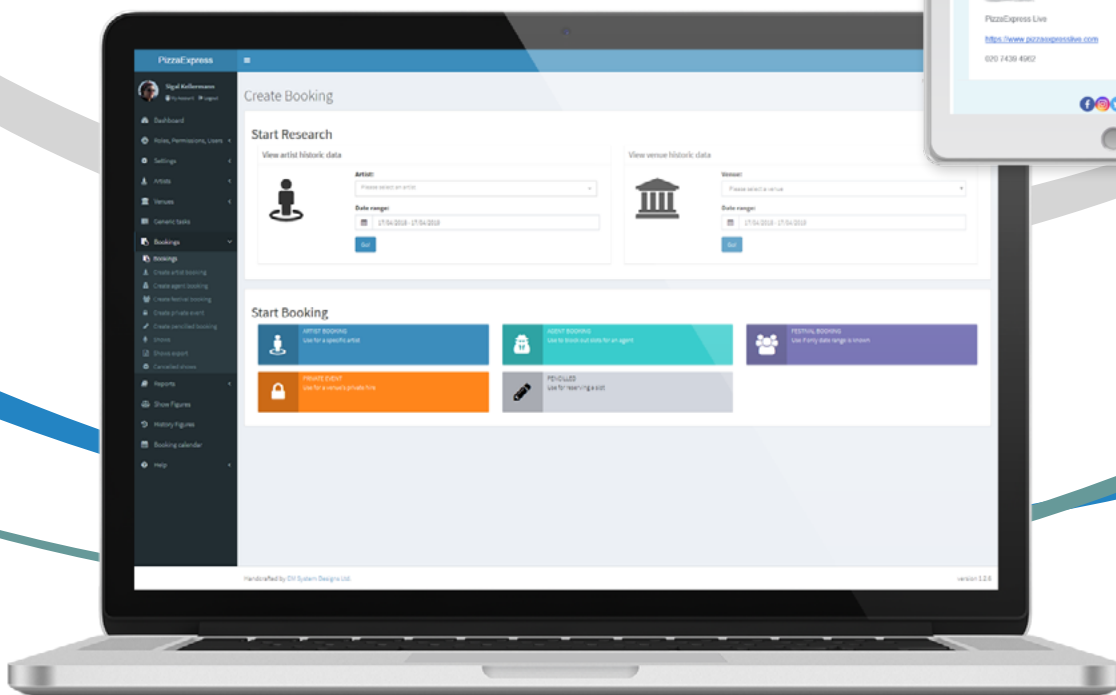
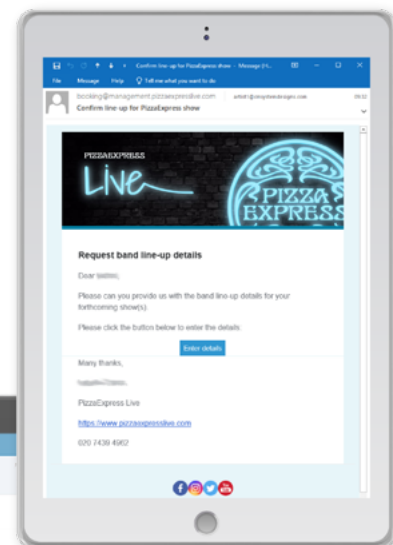
Managers can see in a glance how each show is doing or how each venue is doing on a daily, weekly and monthly basis.

When a team member goes on holiday or is off sick, managers can effortlessly delegate all of the person's tasks to someone else.

All the information about each show is held in one centralised area which makes it easier for the whole team and their management to get a clear overview of the current status of all shows across all their venues.

The system validates all the entered data, making it much less prone to human errors.

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## “ Client quote

*“CM System Designs successfully converted our booking process into a comprehensive, centralised, efficient online system. We named it BMS (Booking Management System). The BMS gives us a clear overview of the state of all our artist bookings across all of our venues at any given time including real-time financial reports.*

*It has helped us save time, and therefore money by automating many time-consuming and repetitive tasks. It also allows artists, agents and venue managers to interact with it 24x7 at their preferred time.*

*CM System Designs support is very responsive and efficient. Each of our enquiries/requests is promptly looked into in depth. Whether the issue is straight forward or quite complex, CM System Designs conduct a thorough investigation and quickly get back to us with a full report and the best fix or solution.*

*Our system is being constantly enhanced and improved so that it can keep up with our team and client's new ideas as well as new technologies and system upgrades.*

*The BMS has taken our well-tested booking process which has been lovingly developed over more than 10 years by our experienced music programmers, centralised it and made it more efficient and robust. This allows our music team to spend more time on finding and booking great artists for our venues.”*

**Ross Dines**

*PizzaExpress Music Manager*

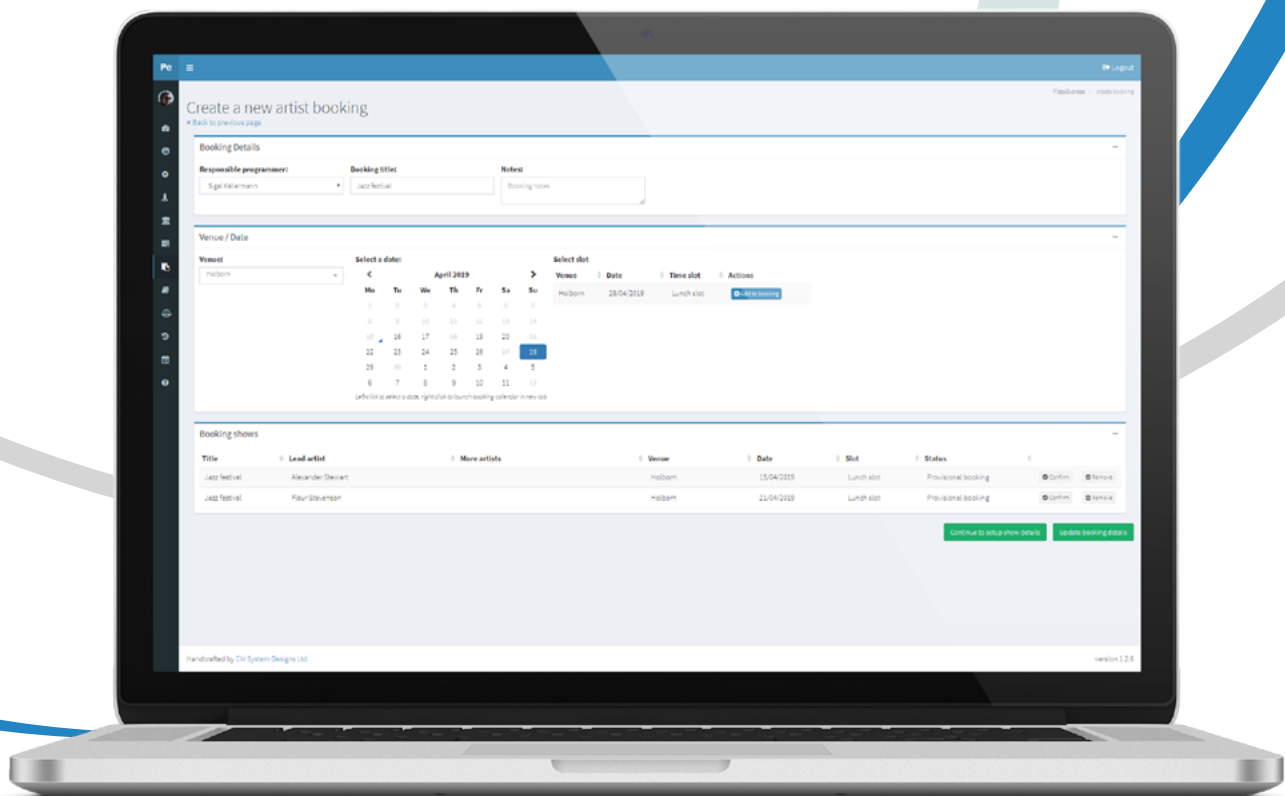
## Future plans

Once the system collates enough data, the plan is to enhance the reporting facilities to compare booking data across venues from year to year.

Another planned enhancement is to streamline the artist invoicing process.

Management is now exploring the idea of extending the system to allow booking shows across PizzaExpress international venues.

There is a plan to create a sound engineers' area within the system that will collate artist and show requirements in one centralised place.





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