

The background of the top half of the page is a photograph of the Octagon Theatre building. The building is constructed of dark brown brick and has a large, illuminated sign that reads "OCTAGON" in gold, uppercase letters. A window on the left side of the building shows the interior, which is lit up. The sky is a clear, light blue.

OCTAGON

Octagon Case Study

The Octagon Theatre, Bolton personalised messaging to deepen audience engagement, provide improved audience experiences and drive additional revenue.

Case Study developed with support from Rachel Cree, Box Office and Ticketing Manager, Octagon Theatre, Bolton. June 2025

Photography courtesy of the Octagon. All rights reserved.

Introduction

The Octagon is an award-winning theatre situated in the heart of Bolton, presenting and making popular, bold and adventurous theatre of the highest quality. The theatre has two auditoriums and three bars.

One of the venue's bars operates as a restaurant in the evening and a café during the day. This setup gives the venue flexibility in its customer offering, but there was a need for personalised messaging to support show pre-orders..

“ We found that VisitOne were developing specific features and concentrating on opportunities to assist venues in their pursuit of improving audience experiences and engagement. ”

Outstanding Onboarding and Support

“Both Phillip (Markwick) and Sam (Hinkins) worked closely with the Octagon's EPOS (Tevalis) and ticketing (Spektrix) partners and developed tailored solutions to meet the Octagon's specific customisation needs.” - Octagon

Background

The venue needed to expand the bar pre-order system to integrate table bookings within the process. In the search for a solution the Octagon spoke with and selected VisitOne for customer engagement, bar pre-orders, table reservations, mobile ticket delivery and the opportunity to increase donations and memberships.

The VisitOne onboarding process was exceptionally supportive and played a key role in getting the venue up and running quickly.

- Addressing and resolving partner integration concerns.
- Delivering flexible, customisable solutions.
- Setting up system templates for immediate use.
- Providing ongoing support to help the Octagon achieve its goals.





OCTAGON KITCHEN & BAR

The Table Challenge

The Octagon required customised messaging to suit the venue's process for bar pre-orders and table bookings. With three bars, one of which doubles as a restaurant and café, the bar orders aren't sent to the bar until curtain up and table bookings need to be integrated into this process.

VisitOne's approach to their product development roadmap is to understand the needs of the venue, enabling them to develop customised solutions that can benefit all clients in the VisitOne family.

Flexible customisation for a personalised approach

With VisitOne, the Octagon now can clearly communicate the order notification process to customers, significantly reducing the number of calls asking for order confirmation.

VisitOne's quick and dedicated response to new ideas, along with their flexible customisation, provided the Octagon with a system tailored specifically to its needs.

“ VisitOne is not a one size fits all approach and they continue to support us with changes we need to improve our processes for our customers. ”

- Octagon

On average
visitors spend
20% more
when using
VisitOne. ✓





VisitOne Digital Wallet

The VisitOne digital ticket solution has been introduced, complimenting the table bookings and bar pre-orders. The Octagon is also planning to launch donation prompts through VisitOne's post-attendance features.

The Octagon can choose the level of personalisation for customer messaging and send the VisitOne link via Email or SMS timed for optimal customer engagement.

The Octagon have reported that their audiences are really happy with the system and many have commented on the convenience of receiving text reminders the day before the show.



“ Customers can forward tickets and add their own to their mobile wallet, improving the entry scanning process, as customers are not looking for an email that could have arrived 18 months ago.

- Octagon ”

Selling for other venues and events

The Octagon Box Office acts as a ticket agent for Bolton Council events. Last year the venue used Octagon branded tickets resulting in large numbers of customers going to the theatre despite events being held elsewhere.

To resolve this, the team used VisitOne's customisable templates to design the Council's events with Bolton Council branding, making a huge difference for the team, improved clarity for customers and enhanced the overall audience experience.

Customised audience engagement

The Octagon needed the ability to send tailored emails for each instance of an event, targeting specific audience segments such as guests, press night attendees or relaxed performance audiences.

VisitOne quickly developed functionality that allows the team to select individual performances, choose different templates, and easily duplicate email templates as needed.

For example, the Octagon's relaxed performances include additional breakout spaces and quiet rooms for audience members.

The venue uses VisitOne's personalisation features to ensure customers receive all the relevant information they need ahead of these specific performances.

The team can also track email engagement, identifying unopened messages or bounce backs, enabling them to follow up with customers directly, deepening audience engagement and improving the overall experience.



“ A really important aspect of using VisitOne is the opportunity to segment audience messaging by event and performance.

If you have a more than one auditorium in your venue, an associated venue in a different location, an event in a studio running at the same time as one in the main auditorium or even events that are in parks or other outdoor locations then VisitOne provides the customisation needed to deliver a great audience experience.

- Octagon



The Results

Improved audience engagement and a seamlessly integrated guest experience for table bookings and bar pre-orders.

Highly personalised messaging aids audience members for specific events such as press nights and relaxed performances with the right information at the right time.

Created greater efficiency in managing customer queries through the reduction of calls about pre-ordering and confirmation of orders.

Customisable templates enhanced the experience for events outside the main auditorium and for third-party events sold through the Octagon.

Ticket forwarding functionality enabled the venue to identify shadow bookers, increasing opportunities to engage with all audience members, not just the primary ticket purchaser.

Seamless system integration and easy management tools helped drive additional revenue through increased uptake of table bookings and bar pre-orders.

“With the additional revenues coming through, VisitOne implementation quickly pays for itself and improves the efficiency of teams within the venue.”

VisitOne links sent to date
18,918



About VisitOne

Helping Arts Venues Thrive

Turning guest engagement into incremental revenue and more

Our mission is to enable arts and culture organisations to create valuable and personal connections with each of their ticket holders, using integrated, innovative, and engaging experiences.


We're trusted by



Get in touch


If you're looking to Integrate your systems and create customer journeys that enhance their experience, we would love to hear from you.

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visitors spend
20% more
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