



## Storyhouse Case Study

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How Chester's arts centre and creative hub chose to partner with VisitOne.

Case Study developed with support from Fiona Yates-Dutton, Box Office Manager, Storyhouse. Nov 2024

# Introduction

Storyhouse is an independent arts centre and creative hub in Chester, North–West England.

Storyhouse needed a digital membership card solution that integrated into their ticketing and bar systems.

Once launched 99.97% of Storyhouse card members used the Visit One wallet.

They were so impressed with our VisitOne solution for membership cards that they rolled–out other elements of our digital wallet.

This supported the Storyhouse team to enhance customer satisfaction and realise untapped secondary revenue.

“ **The VisitOne wallet solution allowed the venue to solve a few problems in one nice solution.** ”

– *Storyhouse*

## Background

Housing a year-round programme of events, Storyhouse incorporates a library, mid-scale theatre, studio theatre and a cinema.

The charity also runs an open-air theatre every summer in the city's Grosvenor Park.

Storyhouse opened 3 years before the COVID 19 pandemic hit. The venue, as did so many, struggled with no live performances and lockdowns but encouraged its supporters to help on an ongoing basis by launching the Storyhouse card.

With no physical card at launch, as audiences began to return to live performance, the venue needed a way of identifying members to provide in venue benefits.

Over  
**35.5k**  
Customers use  
Visit One ✓





## The Challenge

Storyhouse had decided to update most of its technology setup and was looking for a digital card that could integrate effortlessly with Spektrix, alongside their new ordering, payment, and reporting systems.

It was important for them to find a partner who could respond to varying timelines, streamline their processes, and keep things simple for their team and their audiences.

## Tracking and delivery of Membership benefits

Membership at Storyhouse comes with great benefits: discounted tickets, savings at The Kitchen restaurant, priority booking, no booking fees, and free ticket exchanges.

The challenge for us was to ensure these benefits could be tracked and delivered across every customer touchpoint, creating a smooth and rewarding experience for everyone.

“ You want your members to be able to show a card and say, “Can I get 10% off?” And ideally, we’ll scan that and have the whole nice journey. So that’s what made us start looking at this sort of solution. ”

- Storyhouse

Creating a new revenue stream for venues





## The Solution

Our digital end-to-end solution empowered Storyhouse to bring their vision to life, with a customisable user-friendly interface and a seamless integration.

The flexibility of our ticket wallet solution also sparked new ideas from the Storyhouse team, which we ran with, enabling them to enhance customer experiences and explore ways to boost revenue.

“ We started looking for a digital membership card, but were so impressed with VisitOne that we implemented the whole package of digital tickets, scanning and pre-ordering as well as the digital membership solution. ”

- Storyhouse

## Implementation made easy

As Storyhouse rolled out the new tech we easily adapted to their phased approach, ensuring that each implementation stage matched the venue's needs.

We were there every step of the way, providing personalised support to ensure the transition was smooth for everyone involved.



# VisitOne digital wallet

With the additional features of the Visit One digital wallet implemented, our digital ticket solution was introduced to cinema audiences first. This quickly expanded to the theatre as the venue's volunteer ushers got comfortable with our, easy-to-use scanning system.

The venue's earlier interval drinks order process had been ad-hoc and with multiple bars the approach was functional but clunky.

Audience feedback highlighted the lack of a consistent pre-ordering system as a pain point, but by partnering with Storyhouse to integrate the pre-ordering feature the outcomes were astonishing; improving the customer experience and creating a positive change in the venue's NPS scores.

The reporting dashboards were a game-changer, offering real-time entry data to keep everyone in the loop.



## Delighted customers



**I am especially excited with the new technology that Storyhouse has bought on board...**

**The preorder drinks, booking a table, accessing tickets is really good.**

**And very much welcomed.**



*- Storyhouse customer*



More than  
**99%** ✓  
Digital  
membership  
card  
adoption

# The Results

## Increased efficiency

The Customer Service Team had previously been inundated with ticket resend requests from customers. Since using ticket delivery through VisitOne these calls don't happen and the customer service team can spend their time more efficiently helping customers with more complex queries.

## Flexible automation

The marketing team no longer have to worry about scheduling pre-visit and other information to customers. We're delighted that our VisitOne pre visit emails/text and info sections are big time savers for the team. Once it's all set up with the dynamic field it just takes care of itself, with much less manual intervention.

“ Easy, intuitive, and visually flexible is how I'd describe the VisitOne solution. ”

– Fiona Yates-Dutton,  
Storyhouse Box Office Manager

“

Among other benefits, VisitOne has allowed us to capture additional data from attendees, for marketing to contact. It's a really great feature.

– Storyhouse

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Storyhouse  
customer spend  
**+17%** ✓  
within 8 weeks of  
launch



# About VisitOne

## Helping Arts Venues Thrive

Turning guest engagement into secondary revenue

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.

### United Kingdom

+44 (0) 1273 977685

Hello@visitone.co.uk

### USA & Canada

+1 929-224-3766

Hello@visitone.net

### Australia and New Zealand

+61 (0)2 6495 7500

sales@get-smart.com.au

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