



IronOaks at Sun Lakes controls concert lines with optimized gate equipment and advanced online sales



"Before we had so many people who wanted to buy tickets standing in our long lines. Now, they already have their tickets and can get through quickly."

— **KAREN DIMITRO**, Lifestyle Director Iron Oaks at Sun Lakes

Online sales = better events

Located in Chandler and Sun Lakes, Arizona, IronOaks is the most desirable retirement destination in the Valley thanks to its diverse amenities, clubhouses, golf and sporting activities, and more exciting events.

With concerts playing throughout the week and being a popular retirement spot, their demands for tickets were scaling fast. Because of in-person sales *only*, lines would be out the gate, around the corner and down the street.

By partnering with Purplepass, they've been able to move sales to online allowing guests to purchase tickets days or weeks in advance.

Upon arrival, **lines are no longer congested due to in-person orders**, instead tickets are scanned and customers are admitted.

Challenge

- Extreme wait times for tickets
- In-person sales only
- Booking tickets in advance

Solution

Using a complete event management software; *ticket sales online, faster entry process and small wait times for entry*, via Purplepass

Results

- **Lines and wait time at the gate reduced** drastically due to advance ticket sales
- **Less in-person sales** or phone support needed
- **Support for high volume ticket sales**



"My guests use the internet now instead of standing in line. I have more time to actually plan my events and book more concerts."

— **KAREN DIMITRO**, Lifestyle Director Iron Oaks at Sun Lakes

Ticket equipment designed for concerts

Now that sales moved to online, IronOaks needed equipment that supported not only scanning tickets, but the ability to have a mobile, cloud-based box office.

Purplepass' wireless scanners can scan 1000+ guests per scanner per hour, perfect for those long concert lines. They can scan directly off of guest's smartphones, print-at-home tickets (digital), or physical tickets.

By using a mobile box office, **IronOaks can use any device for scanning, looking up orders, viewing the guest list**; basically running the event from their fingertips. Instead of long lines and extreme wait times, Purplepass' exceptional equipment creates an optimal experience for guests entering the event. And you know what they say, first impressions are everything. So why not impress your guests starting at the gate?

Saying goodbye to phone orders

Every Purplepass user not only gets a ticket registration, but free phone support for their guests. Before, IronOaks remained busy with constant phone inquiries, questions and customer emails.

Now they direct all their inquiries to Purplepass' customer support line where they can answer any questions the guest might have, take phone orders and process payments.

If IronOaks thinks there is any new information the support team may need, they can send a quick message through their account when needed.

Custom reporting for large-scale events

IronOaks hosts an array of tribute bands weekly, all with their own flair and unique experience. With such diverse events, promoters usually need diverse reporting as well. Now they can receive real-time sales alerts and monitor ticket revenue directly through their account.

They can also see a breakdown of ticket types, method of sale, date of sale and total refunds. For box office sales, IronOaks can track sales at each terminal as well as the method of sale (*cash, credit card, COMP*). During event promotion (*pre-event*), they have access to marketing insights such as geography, social media, tracking links and redirecting URLs. If IronOaks chooses to share **coupon codes** per event, reporting will show them every coupon code they offered along with results. The date the discount was used, ticket types purchased, method of sale, total deduction from order and any refunds processed that were connected to a discount.

Reserved seating for concerts

Purplepass' **assigned seating tool** allows promoters to create user-friendly seating maps.

- Support for rows, curves and isles
- Free map building service
- Color coded sections
- Price points
- Preview of stage from seats
- Handicap support
- Mobile Friendly



Ticketing for Concerts

Learn more about an event management system fully optimized for concerts, bands, and live performances.

REQUEST DEMO



"In the past Rockin For The Cure, Inc. has worked with other Ticketing companies and they were ok, didn't knock our socks off, and then came Purplepass. We couldn't be happier. Everything about this company speaks quality and professionalism. They are by your side every step of the way, answering any questions or concerns you may have. These days not too many companies take pride in going above and beyond, but Purplepass does..."

- Matthew Costello, **Rockin For The Cure, Inc.**



"Purplepass has been FTMP Events' ticketing service for over 5 years, and we stick with it due to the reliability and great service. We highly recommend them to anyone interested in selling tickets online for event(s). Low fees for customers, no minimum sales limits for promoters, great customer service and very quick turn-around."

- Gregory Burt, **Venue Manager for FTMP Events**



"We have had all of the big companies like Flavorus & TicketFly come through our venue asking to sign up with us but in the end it comes down to the fact that the ease of use with Purplepass & the customer service aspect is 5-star in every way. The Box Office POS system they provide us with is HEADS & SHOULDERS above that of any other ticketing platform we have had experience with..."

- Amber Frye, **Director of Operations at Somewhere Loud Event Center**