

Gateway Ticketing Systems

Case Study



San Diego Zoo Uses eGalaxy Reseller Web Store to Dramatically Improve Efficiency and Reduce Cost of Consignment Sales

San Diego Zoo
Location: San Diego, CA

Key Challenges for the Previous Process

- The reseller process required multiple employees for creating, verifying and batch printing orders
- Additional costs for ticket stock, printer heads, labor and shipping charges
- Resellers needed to arrange for delivery of the tickets
- Resellers could potentially run out of tickets over a weekend
- The reconciliation process was long and costly

Solution

- Reduced labor and staff requirements for ticket fulfillment
- Reduced the amount of ticket stock and printer heads that need to be purchased
- Reduced shipping charges and emergency ticket orders
- Nearly eliminated manual reconciliation and ticket processing time
- Staff has more time to devote to sales-related calls
- Sales person no longer has to deliver tickets to the client and collect cash
- Can contract smaller clients for reseller sales

Business Results

- Annual savings of over \$70,000 in reservation sales and outside sales

The 100-acre San Diego Zoo is home to over 4,000 rare and endangered animals representing more than 800 species and subspecies, and a prominent botanical collection with more than 700,000 exotic plants. The San Diego Zoo is also the largest zoological membership association in the world, with more than 250,000 member households.

A Manual Consignment Process Causing Unnecessary Costs

Before implementing the eGalaxy Reseller Web Store, the Zoo had a very manual and time-consuming consignment process. "We required that reseller customers create an order with a San Diego Zoo employee who had to issue the tickets," said Michael McSparran, Marketing Systems Analyst for the San Diego Zoo. "A second employee had to check the order for accuracy and call another employee to make arrangements for delivering the tickets to the reseller."

The reconciliation process could take months and required special hires. Since installing the eGalaxy Reseller Web Store, the Zoo has experienced improved efficiency.

Switching to the eGalaxy Reseller Web Store Eliminates Reconciliation Time and Greatly Reduces Costs

Using the eGalaxy Reseller Web Store, the Zoo's resellers can now log on to the Zoo's reseller store and purchase the tickets for the client. This greatly reduces the labor and staff that the Zoo needs to have on hand and nearly eliminates reconciling ticket orders. The client always has sufficient tickets available and there is no need to redistribute tickets if there is a price adjustment. The Zoo also uses less ticket stock and fewer printer heads, and saves on shipping and reimbursement charges from Zoo employees who had to personally deliver the tickets to the client.

Thanks to the eGalaxy Reseller Web Store, the San Diego Zoo has been able to reduce the labor and staff requirements for creating and verifying orders as well as batch printing. The Zoo can mitigate the amount of ticket stock and printer heads that need to be purchased as well as a reduction in shipping charged from ticket orders and emergency ticket orders for when a reseller runs out of tickets. "Our call center staff now has more time to devote to sales-related calls, such as special experiences for customers and group reservations," McSparran said.

Transitioning to the eGalaxy Reseller Web Store Well Received by Zoo Employees

When asked to describe the transition process between the existing consignment sales and the eGalaxy Reseller Web Store, McSparran said, "After the configuration and setup was complete, moving a customer over to the Zoo's eGalaxy Reseller Web Store took less than five minutes on the Galaxy side." He further elaborated, "Things are working very well. Our biggest client has over 250 stores and 750 users, and we are currently training them on the eGalaxy Reseller Web Store."

User feedback from the Zoo employees' experiences has also been positive. "The ticket fulfillment and finance people love it," said McSparran. "They have more time to work on other tasks. My team who operates the module also loves it." After seeing the demo for the eGalaxy Reseller Web Store, the resellers for the Zoo think that the interface is very easy to use.

McSparran commented on using the module, "It is easy for our contracted clients to issue tickets. We've eliminated time and labor for our employees who process ticket sales and our Finance department has been able to streamline their consignment. We've also been able to contract customers at a smaller minimum ticket quantity."

Results: An Estimated \$70,000 Annual Savings in Costs and Labor

"We've estimated that the Zoo will have \$70,000 in savings from implementing the eGalaxy Reseller Web Store," said McSparran. "That breaks down to \$60,000 from our reservation sales and \$10,000 in our outside sales. That doesn't even include our savings from finance in shredding unused tickets and hiring temporary employees to deal with the reconciliation process."

To supplement the cost of the eGalaxy Reseller Web Store, the Zoo added a one dollar convenience fee to sales on its eGalaxy Web Store for consumers. "The revenue from the convenience fee has already paid for the initial purchase price of the eGalaxy Reseller Web Store." McSparran said.

McSparran commented regarding the feature set he most liked: "The fact that we can give contracted clients the ability to issue and return their own tickets is one of my favorite features."

"Throughout the implementation process, I went to Carol Cross (Gateway's Assistant Product Development Manager) for any questions or issues I encountered along the way, and she is always a pleasure to work with," McSparran said. He also added, "The training department is awesome. I cannot say enough how well the online training was. Bill D'Angelo and Chris Izzo, the Gateway trainers, were so knowledgeable."

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*Marketing Systems Analyst,
San Diego Zoo*