



## Microsoft Dynamics 365

# dotTicketing

for Ticketing, Events and CRM

### Your **current** situation

**Visitors' details are in silos** and data management is technical.

**3<sup>rd</sup> parties charge you a commission** per Ticket and fees for on-site services.

Visitor Services **do not have the right Visitor history and information** to efficiently react.

Your **Marketing processes are fragmented**, and so are your **Sales processes**.

Ticket Sales operations and Venues/B2B Sales staff are in **2 separate worlds**.

### Post-**dotTicketing** Era



You have a **Single Visitor 360-Degree View**, with comprehensive all-around details from all systems.



**Your system, your tickets, your rules.** Business-friendly configuration rules.



Visitor Services react instantaneously and even proact with **clear Visitor background and preferences**.



You have a **clear and streamlined Marketing to Sales** management process.



B2C clients can also be a B2B clients, and vice versa. **Cross-sell and up-sell on all levels** is automated.

- ▶ Your IT is **paying for licenses across dozens of systems** and then working in integrating those systems.
- ▶ Each staff member needs to be able to **fulfill their role's activities and work in only 1 platform**.
- ▶ It should be easy to **plug-in AI, VR, AR, IoT and Big Data**.
- ▶ Are you in control of your **Visitor Retention and Churn Rates**? How about **loyalty programs**?
- ▶ **Complexities in adding new digital channels**, visitor interaction channels, and other innovative technologies.
- ▶ Are you really and carefully listening to the **Social universe in real-time**?
- ▶ You should have role-specific **mobile and tablet apps**, all linked back to a central platform.

# dotTicketing Overview



# Features

## Ticketing Engine & Configurator

- › Ticket Pass Types
- › Scheduled Activities
- › Single-Ticket, Multiple-Accesses and Complimentary Items
- › Stock Management
- › Seating Management
- › Memberships
- › Expiry Dates

## Visitor 360 Degree View

- › Tickets
- › Access Details
- › F&B Transactions
- › Complaints and Requests
- › Loyalty
- › Social
- › Preferences
- › Activities

## Marketing

- › Personalized Campaign Automation
- › Cross-Sell/Up-Sell Suggestions
- › Events and Promotions
- › Campaign Planning
- › Social Listening
- › Digital Campaigns

## Customer Service

- › Complaints
- › Requests
- › Surveys
- › Mobile Apps

## Sales

- › Group and Corporate Sales
- › Leads, Opportunities & Contracts
- › Venues and Events Management

« Why not **manage** all **Visitor Services, Marketing & Sales** operations in **one** globally **central platform**? »

# Integrations



Access Control



BI



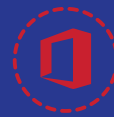
Restaurants



PDQ



Call Center



Office



Website



Data Warehouse

## › Point of Sale

## › Venues Scheduling

## › Complaints Management

## About **Dot.Cy**

Dot.Cy is a privately-owned company established in 1999, with offices in Nicosia, Cyprus, and Dubai, UAE. Dot.Cy is one of the leading implementation partners of Dynamics 365 in the region and has been awarded the Microsoft Dynamics Regional Partner of the Year Award from Microsoft, reaffirming a position of leadership in Microsoft Dynamics 365 implementations.

Dot.Cy focuses in Dynamics 365 implementations for the Hospitality, Travel, Leisure and Tourism industries and provides a base platform for Digital Transformation initiatives in the industries of focus. The company has an ever more growing reputation of being a Hospitality, Leisure and Travel Technology consultant; not just another software house or technology vendor. We speak the language of our clients and we are combining technology, processes and business consulting into one attractive package that is unique, efficient and simple to use.

Our key differentiator is that we consult and help our clients identify their pain points, and understand what are the possible solutions to these problems and using which industry best practices and readily available tools and solutions, while leveraging the benefits of existing Microsoft technologies. This enables our clients to differentiate themselves and stand out and digitally transform their operations.



Gold Cloud Customer Relationship Management



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