

How having a central CRM can streamline reporting

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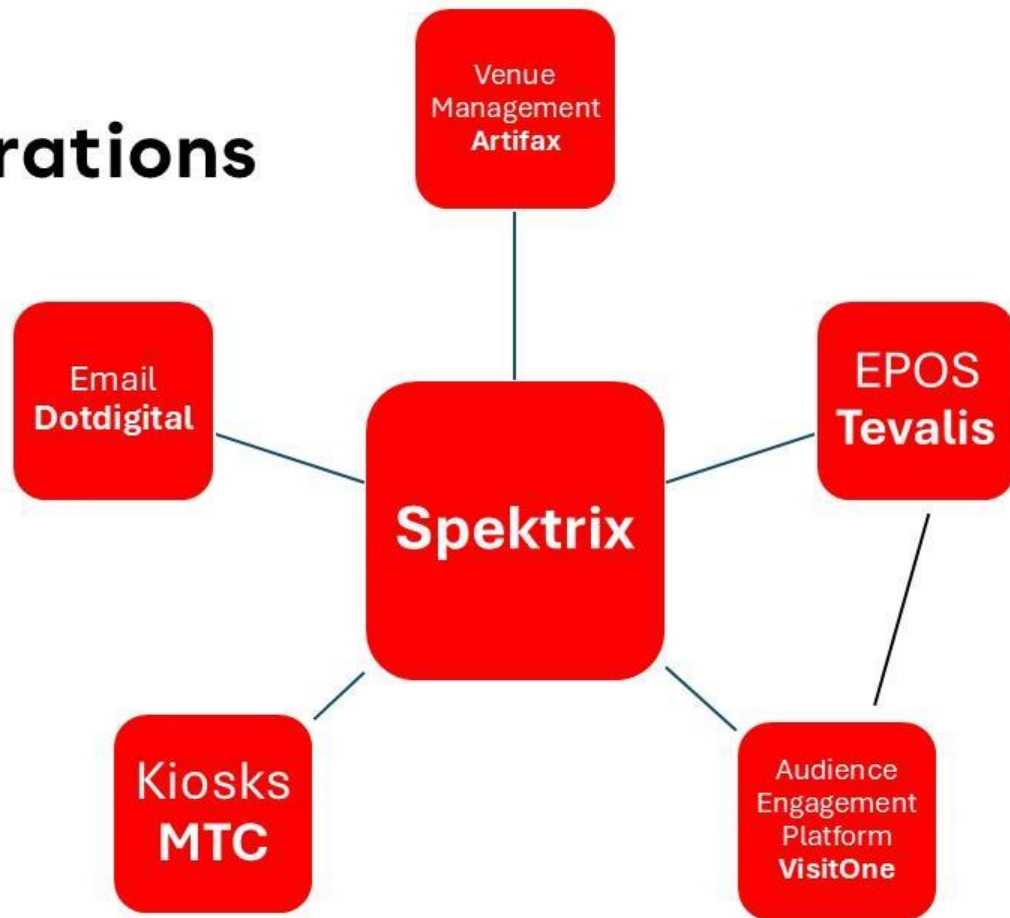


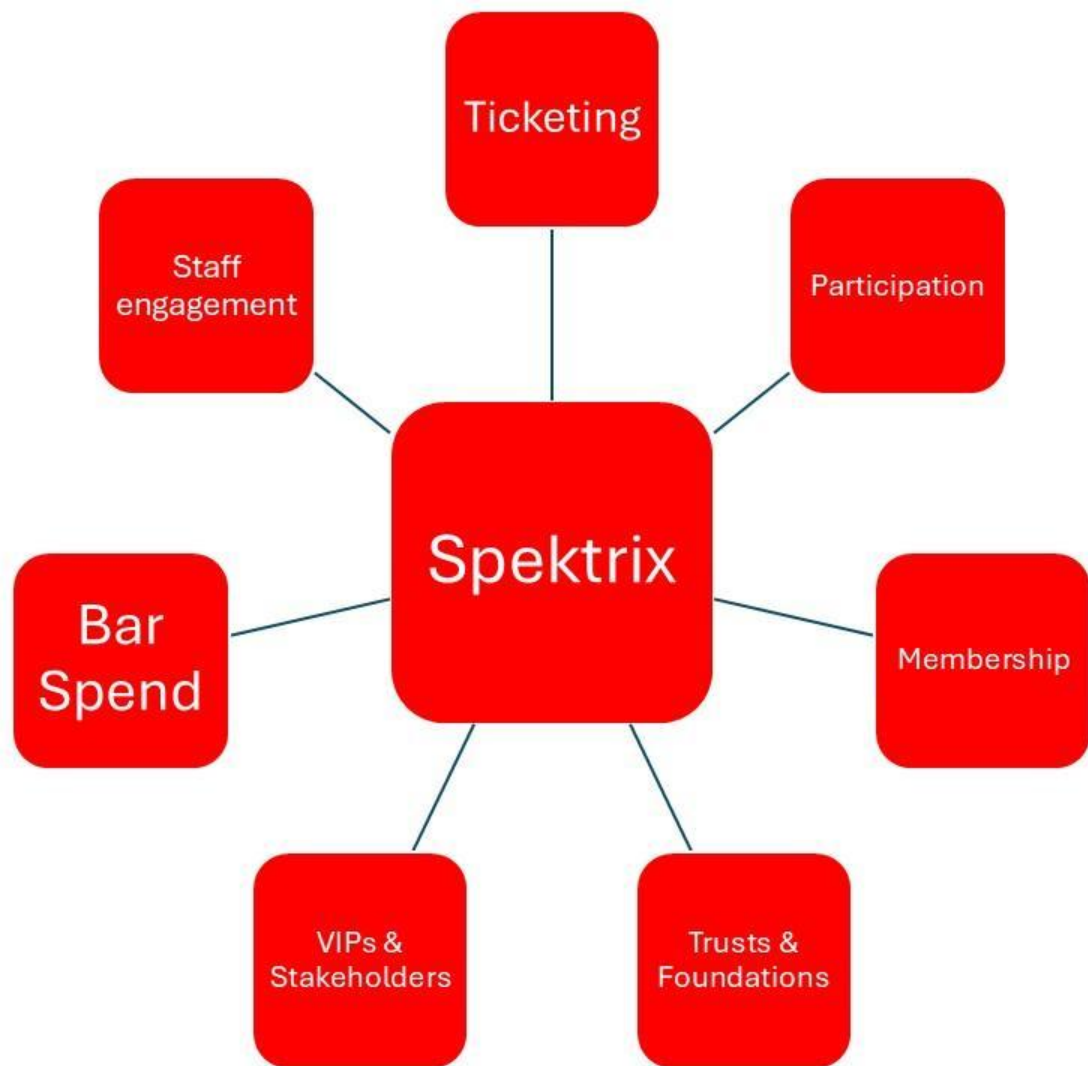
About Storyhouse

- Community and social space
- 800 seat theatre
- 140 seat studio theatre
- Independent cinema
- Restaurant – The Kitchen
- Chester Library
- Grosvenor Park Open Air Theatre
- Moonlight Flicks Open Air Cinema
- A charity



Storyhouse Set Up - Integrations





How to make use of all that data?!

- Access and Training
- Agreed processes
- **Naming conventions:**
 - Venues
 - Genre tag
 - Report Criteria
 - Customer Lists
 - Offers





Why is this useful?

- Time saving
- Everyone has access to the big picture
- Complete journeys
- Marketing – extra info for campaigns
- Programming – event grouping
- Development – funding bids, prospective donors
- Operations – kiosk move, VS report

Takeaways

To do anything meaningful with your data:

- Know what you have
- Know where it is and how to get it
- Be on the same page as your colleagues about what, where and how





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Thank you!

