

Entertainment ticketing business, CrowdSurge selects Ventrica to manage fast growth in bookings

Submitted by: TTA Communications (Bath)

Thursday, 17 January 2013

Ventrica (<http://www.ventrica.co.uk>), an outsourced contact centre that provides niche, high-quality customer contact services, has been selected by CrowdSurge (<http://www.crowdsurge.com>), a global online independent ticketing company, to manage direct bookings for a wide range of music and other entertainment events.

Wanted a more cost-effective method of meeting expected growth plans

CrowdSurge's UK General Manager, Noel Edwards, explains:- "We originally had a small in-house contact centre team who handled ticket sales at our headquarters in London, but with space at a premium and staff overheads increasing, we were looking for a more cost-effective method of meeting our expected growth plans."

Established in 2008 with offices in London, New York, Nashville and Los Angeles, CrowdSurge has grown to be the market leader in Direct to Consumer ticketing, by supporting artists, brands, promoters and venues across the globe. By the end of 2013, CrowdSurge is expected to have secured a number of national contracts with major brands, resulting in a steep increase in volume of ticket-sale enquiries by phone.

"...rival companies were not prepared to offer a bureau service.."

Noel continues, "We decided that using an outsourcer would be perfect for our needs. We chose Ventrica because we instinctively liked the way the company operated, they were competitive and flexible with its service offering. For example, rival companies were not prepared to offer a bureau service until Crowdsurge had reached a certain level of business while Ventrica was happy to work with us and accommodate our needs and react to growth accordingly. Ventrica understood how younger ventures operate and the typical challenges they face. We felt the relationship between us and Ventrica was a good fit, and they would respond well to our customer base."

Ventrica will work on a number of major events, taking calls for ticket sales before processing the booking, in conjunction with CrowdSurge's e-commerce software and hardware solutions, and seeing it through to completion. Additionally, the outsourcer will also provide real-time reporting on campaigns.

"We found the transition from our existing platform, to working with Ventrica, to be completely seamless and painless, and are looking forward to a long, on-going relationship", Noel concludes.

For more information visit - www.ventrica.co.uk
www.crowdsurge.com

-ends-

Editor's notes:

About Ventrica:

Ventrica is an outsourced contact centre and BPO (business processing outsourcing) business that offers a full range of high quality, professional outsourced services at sensible costs. Ventrica has the capabilities and flexibility to scale up and down as a business requires, drawing on a pool of highly experienced staff and the latest multimedia technology.

Ventrica can support all types of campaigns from handling the response to a one-off advertising campaign, to providing a professional and experienced telemarketing team to boost sales or a fully managed customer service centre.

The company is headquartered in Southend where it operates from spacious, hi-tech and modern offices, and places significant emphasis on the comfort and well-being of its staff. Ventrica shares the same passion about its customers' business as it does for its own and continually strives for quality and consistency of service delivery.

Ventrica's objectives are simple;

- To create a greater level of client satisfaction
- To provide clients with a measurable reduction in costs
- To add value to a client's organisation

About CrowdSurge

Incorporated in January 2008 within the UK, CrowdSurge specialises in white label e-commerce software and hardware solutions that enables artists, brands, promoters and venues to sell tickets directly to fans.

With its headquarters in London, and offices in New York, Nashville, and Los Angeles, as well as strategically positioned fulfilment centres around the world, CrowdSurge has a growing track record of successful initiatives for artists, brands, promoters, and venues, aimed at closing the gap between rights holders and their customers.

CrowdSurge has grown into a market leader in the Direct To Consumer space over the last three years, by powering worldwide ticketing initiatives for artists, whilst maintaining a strong presence in the Business To Business space, by providing ticketing solutions for some of the world's most recognised companies and brands.

Press contact : Jane Moores/Sally Minchin, TTA Communications Ltd,
Tel : 01225 580214 email: jmoores@ttauk.com / sally.minchin@ttauk.com

###