

LIVEWIRE DIGITAL

CASE STUDY | Soiled Dove



THE POWER TO CONNECT

Kiosk Solutions Digital Signage Mobile Apps Remote Management

www.LivewireDigital.com

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The Client

Located in the world famous Lower-Downtown Denver area, affectionately known as LoDo. The Soiled Dove offers a selection of entertainment, ranging from premier local talent to national recording artists in all styles of music. The 500 seat Soiled Dove is known as Denver's "Intimate Concert Venue", typically hosting local concerts three to five nights per week.

The Solid Dove is a cross between a bar and a concert hall, with a half-moon configuration that holds up to 400 people at a time, yet customers are never more than 40 feet from the stage, which plays host to some of today's most accomplished artists, including Lisa Loeb and Bruce Hornsby. In addition to the hall, a stylish bistro sits atop the roof and serves some fine Caribbean food from March to November.

The Challenge

Several years ago, the Soiled Dove management decided to begin selling tickets online. At the time there were few options other than signing up with the ubiquitous TicketMaster to allow tickets to be sold and delivered by TicketMaster.

The disadvantages of this relationship were many: First, Soiled Dove customers were being charged exorbitant fees for ticket purchases as much as \$18 to have two \$6 tickets delivered by mail. Management knew this situation was hurting ticket sales - badly. Secondly, if customers chose to save some of the fees by opting to pick up the tickets in person, they could not get them at the Soiled Dove, they needed to go to a TicketMaster outlet. Again, very inconvenient for concert goers.

After using a Livewire ski lift ticketing kiosk to buy lift tickets during the winter of 2002, the club's owner called Livewire to see if our kiosk technology could be brought to bear on his ticketing problem.

The Solution

After fully understanding the needs and goals of Soiled Dove in "going on their own", Livewire designed and implemented an integrated system that includes a colorful exterior ticketing kiosk that is installed at the Soiled Dove, and a web-based ticket reservation system. This system is built upon Livewire's Powerful TicketEngine™ transaction system, and was customized for The Soiled Dove. The system was up and running within 8 weeks.

The web interface is seamlessly connected to the Soiled Dove's web site (www.soiliddove.com). Livewire created an event calendar and reservation management pages, allowing customers to reserve tickets in advance with their credit card, then pick them up the night of the show simply by swiping their credit card on the kiosk.

The kiosk user interface is developed on the Kudos kiosk software platform, and modeled after Livewire's award-winning ski lift ticketing application. Large buttons, visual and audio prompting, and multimedia presentations work together to make the kiosk very easy to use. Remote management and monitoring of the kiosk is performed via Livewire's Kudos Enterprise Kiosk Management System.

Livewire...

Software Solutions that give you the **POWER TO CONNECT.**

