



eSRO

eSRO allows you to sell tickets and merchandise, and promote upcoming events online – giving your customers a range of payment options, the ability to view and book seats online, check the view from seat and section as well as the option to print their tickets at home.



The Ultimate Customer Experience

eSRO allows customers to securely purchase tickets from any convenient web access. They can book tickets, purchase and renew subscriptions and memberships, buy merchandise and donate to fundraising campaigns – all in the one transaction.

eSRO features advanced functionality, which allows customers to search for their desired tickets through:

- Quick search
- Search by criteria
- Calendar selection
- Selection from best seller list
- Browse through genres.

Customers can also pick their own seats from a graphical seating plan, or catch the best available seats or general admission areas. They can even check out the view from their area or seat before purchasing tickets.

Online payment can be made via loyalty points, coupons, gift cards, as well as the usual secure payment gateways. Tickets can then be received, attached to the customers' confirmation email, allowing them to print their tickets easily at home.

A Solution Designed For Your Business

Customised Design

The eSRO software can be customised to your brand's needs, from page functionality and workflow run, to look and feel. Look and feel is easily customised thanks to the modular screen structure and the dynamic style editing (CSS). You also have control over all aspects of your seating plan appearance, and can also design individual ticket layouts.



Additional Languages

eSRO is also perfect for catering to non-English speaking customers. The software fully supports multiple languages - from captions, messages and alerts, to translating the data itself.

Comprehensive Reporting

The eSRO admin site allows you to design and use custom reports that retrieve data from either SRO or the eSRO database. The admin site also features the ability to create and maintain custom eSRO and/or SRO database tables.

For ease of use, eSRO's intelligent software is able to email the system administrator with administrative reports and site communication test results. Meanwhile, a "System Information Tool" summarises site data onto one page, enabling your site's administrator to assess its performance and status at a glance.

To cater for external sites' requirements, XML feeds can be designed, so data can be retrieved and presented in XML format as necessary.

Site Monitoring and Tracking

Monitoring tools enable user and sale activity on your site to be tracked. Such tracking includes:

- Viewing order details
- Tracking user activity on eSRO alone, or both eSRO and bSRO
- Tracking errors and viewing the eSRO log
- Tracking the site's current activity
- Generating charts that depict the number of concurrent users, messages, orders, errors, network traffic, port usage, etc. during a given period
- Listing the API requests performed during a given period, including processing time and message size

Scalability

eSRO is a high performance module with API integration for integrating external modules without upgrading the current version. It features a request filter to protect overloading caused by excessive user requests, while IFrame integration allows you to plug eSRO into existing websites as required.