Liquorland: Sending 1000's of tickets to 100's stores in seconds!

Ticket IT
In-Store Ticketing
Liquorland Case Study

Liquorland + Ticket-IT

Smart in-store signage for every retailer.

In-store ticketing can be a painful process – time sensitive, legally binding, frustratingly slow, and expensive if incorrect. More importantly, from a customer perspective no ticket usually means no sale!

Chris Graham, the CEO of Ticket-IT and a specialist in artwork automation technologies, put the technology platform together with the aid of Sam Coughlin, Head of Technology. Ticket-IT was born and then enriched by a team of graphic user interface specialists and graphic artists.

Retail price ticketing is a simple science.

This development process allowed Ticket-IT to create an incredibly efficient application for automatically building, distributing and streamlining the process of in-store ticketing. The first client to buy into Ticket-IT was Liquorland, with almost 121 stores. Gaining control, consistency and confidence in a new process was a primary objective. Chris Graham explains the nature of the change management process thus: "From a Head Office perspective, the value of Ticket-IT was instant. Uploading a promotional batch of 300 tickets and distributing to 121 stores

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Do you want to find out more?

To find out more about Ticket-IT contact Chris Graham on **+64 221 832 284** or email **chris@ticket-it.com**.

Watch a brief video explaining how Ticket-IT works at ticket-it.com

Don't miss an opportunity.
No Ticket, No Sale.
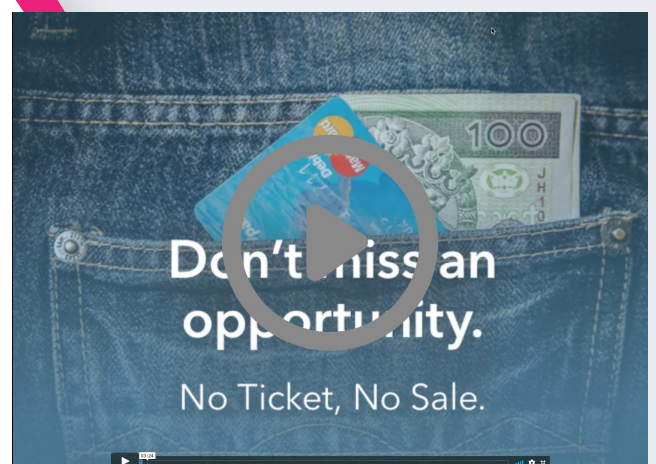
in seconds was a major gain in efficiency and time saving."

Simplicity - Accelerated.

The store perspective was different, with staff requiring a little more convincing according to Chris. "The process did move some workload down to the stores, but this was far outweighed by Ticket-IT's flexibility, in-store consistency, decreased wastage and the love and ease of the perforated stock coupled to the ability to create adhoc tickets in-store when the required."

Right every time and available on demand.

Rita Shields, Marketing Manager at Liquorland, oversaw the rollout of Ticket-IT. She comments, "The delivery of Ticket-IT into our 121 stores was recognised as a highlight at our Annual Franchisee Conference. The branding consistency and the accuracy of promo tickets has never been so high in our stores. It has been a total success."

Ticket IT

In–Store Ticketing

Talk to us today, and find out how we can solve your ticketing needs.

sales@ticket-it.com

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TICKET-IT.COM

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