



Head office: IoM, UK

Profile

The ticketing website 888Seats.com is a new name in the world of online ticket and aims to make an impact in providing a one stop shop for all event tickets for sports, music, theatre and entertainment worldwide

888Seats.com can offer online tickets globally meaning that anyone can see their favourite team, pop star or race car nearest to them. Live in London? No problem, secure tickets to the next Arsenal game. Visiting San Fransisco? Then why not buy tickets to the next SF Giants game. If there is a ticket for an event, 888seats.com will deliver.

888Seats.com is focusing on customer interaction and ensuring the ticketing service continues to deliver. Therefore when a ticket is bought via 888Seats.com the software will ensure buyers are made aware of future, similar events meaning nobody will ever miss out on an opportunity to attend a show or sporting event.

Challenges

Using a full integration with a 3rd party Tickets Management System, build an online application that can deliver top industry features despite the constraints. While the time to markets was critical, complex features were required: the users were able to select the seat from a map and visualize in pictures how the view looks like from that location before buying a ticket.

Solution

In only six months deliver a fully functional web application that will interact with the 3rd party Management System while it provides the best customer experience possible. From past experiences, they knew that no customers wanted to fill out forms and to go through a painful ordering process. Instead, they were looking for a solution that allowed their customers to quickly order tickets and to have all information available less than a click away.