LOYALTYMATCH: CUSTOMER SUCCESS STORY

At The Music Box Supper Club VIP Membership Offers Plenty of Perks

"What we needed was someone to pull together our ticketing platform with a payment gateway for the VIP program renewals. There's no question that there were challenges for LoyaltyMatch to overcome. The bottom line is that LoyaltyMatch built a system that solved our problem, which is helping our bottom line. The system also sets up well for the addition of a full VIP loyalty rewards program in the future."

Mike Miller,

Managing Partner

The Music Box Supper Club opened in the early fall of 2014 in downtown Cleveland in an iconic building that once housed Club Coconuts. Today, the building offers two stages. One is the downstairs Supper Club. The other is an upstairs Concert Hall. There is also a restaurant that offers concert goers a la carte style dining. Both are unique spaces that host established and up and coming talent. The Music Box was voted the Best Live Music Venue in 2017 and 2018 by Cleveland Magazine reader

Challenge

One of the features that fans found especially popular is the *Music Box VIP Membership*, which offered perks including Member pre-sales of tickets to all shows, savings of as much as 20% on ticket fees, free tickets, invitations to members-only special events and free parking. The Music Box management was seeing a drop in VIP Membership and engaged LoyaltyMatch to coordinate the creation of an auto-renewal process for the program. In time a loyalty program would be added to the Membership program.

Solution

LoyaltyMatch provided an updated API integration with Etix, Music Box's ticketing company. Membership management was added through the API allowing them to create, update and delete Etix memberships from our platform. With this integration Music Box will eventually be able to offer both VIP pay-for and non-pay-for loyalty memberships. The goal is to identify high-valued customers in the latter group and move them to a pay-for membership. All while increasing memberships and revenue.

Results

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MusicBoxCle.com

You can learn more about *The Music Box Supper Club* at MusicBoxCL.com.

If you would like to know more about a loyalty program for your venue or a rewards program for your employees, contact us for a demo at sales@loyaltymatch.com.

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