



TALENT 2018 R1

Product Brief

TALENT is our industry-leading ticket management and e-commerce software

Our ticketing solution focuses on giving your customers a fast, reliable and seamless experience when purchasing tickets - whether online, in-store or at the ticket office. TALENT is more than just ticketing. It includes and integrates with accounting systems, retail ERP, membership, corporate hospitality sales and access control systems.

Product >

TALENT

Release Version >

2018 R1

TALENT 2018 R1 is the latest update, enabling direct, online corporate hospitality sales, and containing key functionality assisting our customers with General Data Protection Regulation (GDPR) compliance.

Assisting your GDPR compliance

We have incorporated new tooling within the platform functionality to help you comply with GDPR, as simply and efficiently as possible. The GDPR module includes the following key features:

- > Marketing consent audit
- > Re-permission consent form
- > Subject Access Request reporting
- > Anonymisation of personal data
- > Parental consent for marketing consent to young customers

Hospitality packages

The new version of TALENT supports direct online sales of corporate hospitality packages from the same website as standard ticket sales for Advanced ticketing customers. This includes a fully configurable hospitality package information page with support for user-defined content, information sheets, upsell from standard and a booking widget. The management and selling of hospitality packages, right up to match-day itself, has been improved and modernised, allowing Advanced customers to offer and upsell high value hospitality packages to all of your customers.

How to upgrade

If you would like to upgrade, please contact your Account Manager or speak to our Support team.

More information

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