



Global online ticket sales boom with Ingenico

1927

The Postal Museum officially opens its doors to the public.

1998

The Museum closes and its collection is scattered.

2017

The London's Postal Museum reopens with a complete new experience.

User experience driving online sales

Since opening, more than 160,000 visitors have flocked through the doors of the museum. In May 2018, it became one of just five attractions shortlisted for the Art Fund Museum of the Year Award, the world's biggest prize for museums.

Online sales have been the cornerstone of the museum's early success: 80% of tickets are purchased online in advance – a high figure in the entertainment and attractions industry.



80% of The Postal Museum tickets are bought online.



The 3 key requirements of The Postal Museum



Simple

From the look and feel of the landing page, to the ticketing system, right through to the checkout.



Scalable

Visitors need to have frictionless checkout experience and the platform should allow for future online expansion.



Responsive

A responsive customer services system which can cope with spikes in activity, and allow reporting or control.



"We monitor our customers' feedback very carefully. That extends from the look and feel of the landing page right through to the checkout.

The reporting facilities and control enabled by the Ingenico service are top notch. Our integration means we can find our way from an individual transaction on the ticketing systems to the customers' entire payment process – from beginning to end. We rate Ingenico incredibly highly in all these."

Ian Tolley, IT & Systems Manager, The Postal Museum

Solution Benefits



A real boost to conversion

Thanks to a localised strategy for the online checkout experience.



An easy-to-use system

Issuing a refund is really simple for The Postal Museum teams.



A stable solution

The museum continue selling seamlessly during sales and peak periods.

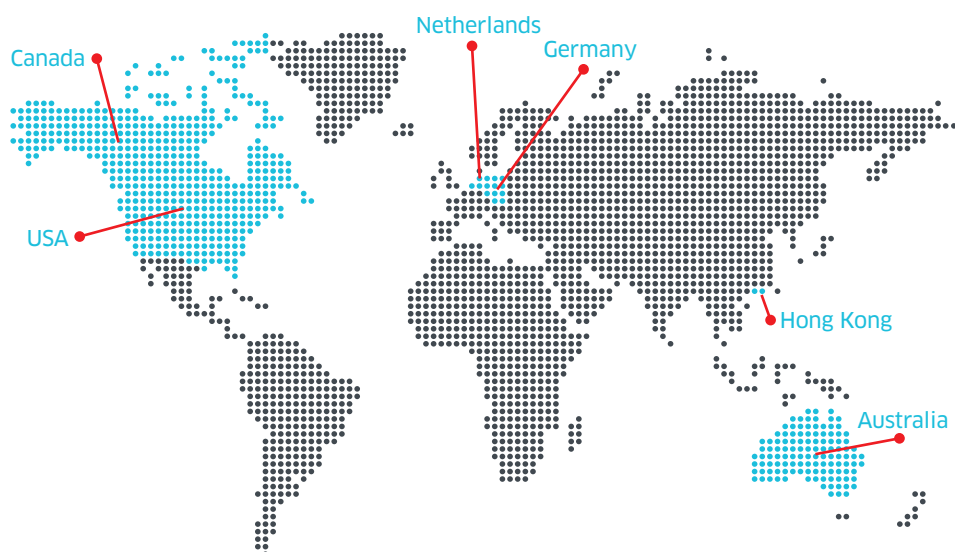
Cool Britannia



British culture is exported across the world and The Postal Museum is expecting a huge success tapping into this international interest.

Next step: optimize the customer experience across the world

With a record 19 million international tourists visiting London in 2017, The Postal Museum is well positioned to continue growing its international visitor count in 2018.



About The Postal Museum

Featuring a 6 ½ mile underground Mail Rail, telegrams from the Titanic, and 17th century Royal Mail horse-drawn coaches, The Postal Museum has been delivering an exceptional visitor experience since reopening in 2017. These outstanding collections had been mothballed when the original National Postal Museum closed in 1998. Twenty years on and the Postal Heritage Trust relaunched the experience last year, generating overwhelming online traffic from those eager to visit first.

