



5 THINGS TO LOOK FOR WHEN CHOOSING A TICKETING PROVIDER

Choosing a ticketing partner is an important decision. This is how your business makes money! What questions should you ask when evaluating a potential ticketing partner?



1. SERVICE & SUPPORT

- How will you be treated as a customer?
- When you need help, will you get it?
- Is their customer support in-house?
- Can you communicate with customer support in a format that's convenient for you? (Phone, Chat, Email)



2. PRICING

- Can they save you money?
- Is their pricing easy to understand?
- Are there contracts? What are the minimum commitments?
- Are there tiered pricing levels or paid add-on features?
- When a customer buys a ticket, how soon will you get paid?
- Are there setup or activation fees?



3. FIT

- Does their system work for your business model?
- Can they handle your business volume and team size?
- Is the system easy to use?
- Can you customize the features to match your needs?



4. TECHNOLOGY

- Do they offer products or services to help you grow your business?
- What equipment is required for their system? What will you need to purchase?
- What kind of reporting or analytics will you be able to access?



5. SECURITY & PRIVACY

- What measures do they take to keep your information and your customers' data secure?
- How do they prevent fraud? What happens if a transaction is disputed by one of your customers?
- Will you have access to customer data?