

VISTA® Membership Module

Serve your most important patrons.

THE VISTA MEMBERSHIP MODULE ADVANTAGE

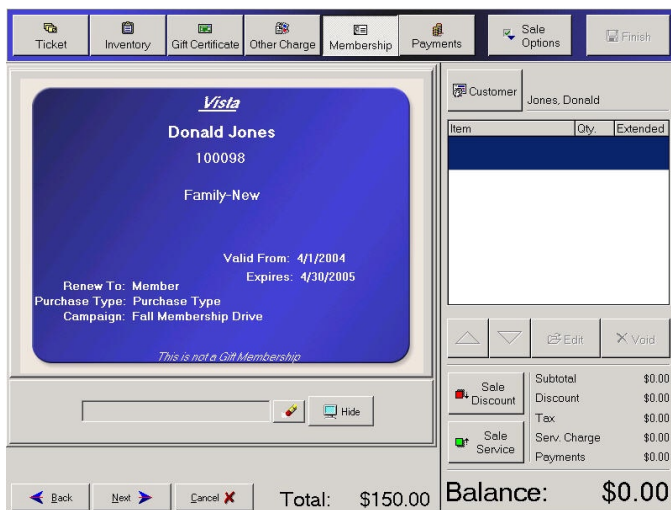
The VISTA Membership Module provides a wide range of tools to help you serve your most important patrons.

Get to Know Your Members

VISTA's membership module provides a quick and easy method to track visitation history for each member. Simply scan a bar-coded membership card at the Front Desk to automatically store valuable data for each member. With this data you'll be able to quickly plot attendance patterns and identify event preferences for each member.

Easy for Your Front Desk Staff to Learn and Use

Memberships are easy to sell and renew from VISTA's intuitive Front Desk Interface. Our touch screen membership wizard provides rapid transaction processing to keep your admission lines moving. Red Flag messages can also be triggered alerting front line staff of approaching renewal dates or special instructions for VIP members.



Vista Front Desk - Member Screen

Software to Meet Your Needs

VISTA may be configured to meet the unique demands of your membership program. Membership levels and pricing categories may be customized by your organization. The system also provides the flexibility to establish primary and additional cardholder status in order to accommodate family memberships.

Tracking Member Benefits Has Never Been Easier

Rewarding members with free event tickets has never been easier. VISTA's entitlement feature automates this cumbersome process, allowing you to specify the number of free event tickets for each membership category within VISTA. When the free tickets are redeemed, they are automatically removed from a member's record.

Extensive Data Import Capabilities

With VISTA, you'll be able to import data from your preexisting membership and donations management systems, saving input time and eliminating data entry errors.

FEATURES

Membership Sales

- Front Desk Membership Sales Wizard
- Back Office Membership Sales Interface
- Renewals, upgrades, and adds cardholders
- Supports family memberships
- Ability to assign or manually enter member numbers

Member Visitation Tracking

- Records visitation history of members
- Bar-code technology for member card scanning
- Integrated with VISTA's Access Control Module

Member Configuration

- Stores personal contact information for each member
- Provides an unlimited number of membership categories
- Offers a comprehensive pricing schedule
- Tracks effectiveness of membership campaigns

Membership Reporting

- Over 15 standard membership reports
- Ability to create customized letters and reports using Crystal

SALES CONTACT

For more information on VISTA, please contact 800-296-8464 or vistasales@ticketmaster.com

