

One Platform, Seven Solutions: Pointe-à-Callière's Journey to Operational Excellence with AudienceView Unlimited

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[Pointe-à-Callière](#), the renowned museum of archaeology and history located in Old Montreal, Quebec, faced a significant challenge: how to streamline operations across multiple platforms to provide a superior visitor experience. With over 200,000 annual visitors and more than 10,000 members, the museum needed a unified system that could integrate various functions, from ticket sales to membership management, while also enhancing the overall visitor journey.

The Challenge: Disjointed Systems and Operational Inefficiencies

Pointe-à-Callière, Montreal's renowned museum of archaeology and history, welcomes over **200,000 visitors annually and manages more than 10,000 members**. But behind the scenes, they faced a major challenge: **seven separate systems** running ticketing, membership, donations, CRM, invoicing, and school group bookings.

This fragmented approach created inefficiencies, made reporting complex, and limited their ability to deliver a seamless visitor experience. They needed a **unified solution**—a single, integrated platform to manage their entire operation.

The Solution: AudienceView Unlimited

Pointe-à-Callière partnered with **AudienceView**, their **end-to-end event commerce partner**, to implement [AudienceView Unlimited](#), an **all-in-one platform** designed to simplify live-event and visitor-based operations. This implementation replaced seven systems with one scalable solution that handles ticketing, memberships, and financial workflows—all while improving the experience for patrons.

Key features of the integration included:

Timed-Entry System: A full timed-entry system was implemented, allowing visitors to book entry every 15 minutes from 9 AM to 5 PM, six days a week. This system enhanced visitor flow and improved the overall visitor experience.

Membership Program: AudienceView Unlimited facilitated the creation of a comprehensive membership card program, complete with renewal capabilities, ensuring that members received seamless service and

timely reminders for renewals.

School Group Registration: The platform also included a specialized system for school groups, simplifying the process of activity registration and management.

Data Migration and Financial Management: All existing CRM data was successfully migrated to AudienceView Unlimited, and financial data was configured to export automatically to Sage Accpac Software daily, ensuring accurate and up-to-date financial reporting.

QuickSale Capabilities: The box office was set up with QuickSale stations, allowing for efficient and speedy transactions, further enhancing the visitor experience.

The Result: A Streamlined Operation and Enhanced Visitor Experience

The integration of AudienceView Unlimited into Pointe-à-Callière's operations resulted in significant improvements:



Improved Visitor Management: Timed-entry and QuickSale dramatically reduced wait times and improved the onsite experience.

Future-Focused Innovation: Pointe-à-Callière continues to expand capabilities with Skidata turnstiles (pictured here), counting cameras, and self-serve kiosks—all integrated with AudienceView Unlimited's API.

Stronger Membership Engagement: The museum's new membership program now drives renewals and member satisfaction through a seamless, connected process.

By consolidating seven systems into one, Pointe-à-Callière unlocked new levels of operational efficiency and guest satisfaction. AudienceView, as an end-to-end event commerce partner, provided more than just software—it delivered a strategic foundation for growth. Backed by AudienceView Unlimited, an all-in-one platform purpose-built for live experiences, Pointe-à-Callière can now focus on its mission: sharing history and culture while delivering a world-class visitor experience.