

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

4 MIN READ



[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

Before partnering with AudienceView, Pointe-à-Callière operated on seven different systems to manage their day-to-day operations. These included separate platforms for online sales, box office transactions, CRM, donations, membership cards, invoicing, and school group activities. This fragmented approach not only created operational inefficiencies but also led to a disjointed customer experience.

The museum recognized the need for a consolidated solution that could merge these disparate platforms into one cohesive system, providing a comprehensive view of their customers, members, and donors.

## The Solution: AudienceView Unlimited

[AudienceView Unlimited](#) is the ideal solution for Pointe-à-Callière's complex needs. The platform successfully integrated all seven systems into one, offering the museum a unified view of their operations while allowing them to streamline their processes significantly.

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:



- **Unified Platform:** The museum now operates on a single platform, providing a holistic view of all operations and interactions. This consolidation has reduced operational complexity and improved efficiency.
- **Enhanced Visitor Management:** The timed-entry system and QuickSale capabilities have improved visitor flow and reduced wait times, contributing to a superior visitor experience.
- **Efficient Membership Management:** The new membership program ensures that members are engaged and supported, leading to higher renewal rates and member satisfaction.
- **Ongoing Innovation:** Pointe-à-Callière continues to innovate, currently implementing Skidata turnstiles (pictured here), counting cameras, and self-serve kiosks throughout the museum, all integrated with AudienceView's API. These additions promise to further enhance the visitor experience and operational efficiency.