piletilevi

Instructions for using the sales platform of Piletilevi

Promoters

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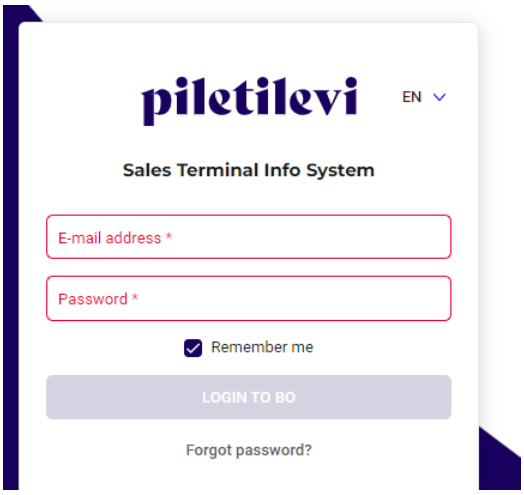
LOGGING IN

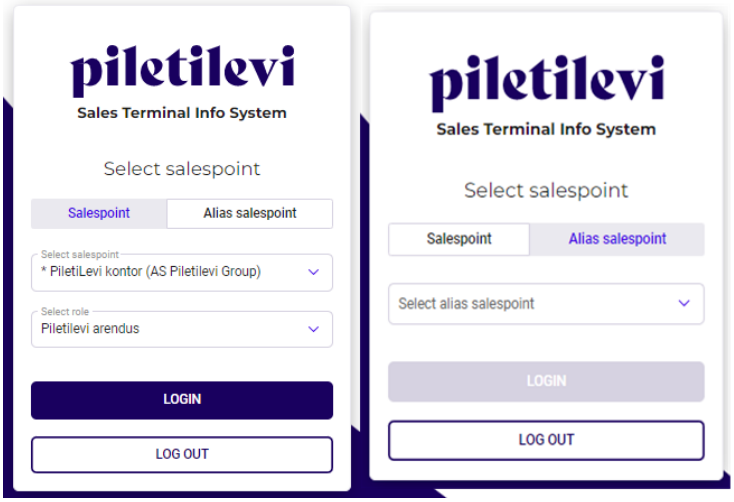
Upon creating a new user in the system, an e-mail is sent to the e-mail address associated with the user, which prompts the user to create a password.

The password must comply with the following criteria:

- Contain uppercase and lowercase letters
- Contain at least one number
- Consist of at least 8 characters



- The user must select the salespoint before logging in.
- If the user only has one salespoint, it is not necessary to select the salespoint in advance and the system will log on automatically.
- If the user has less than three salespoint, the selection is displayed immediately; if there are more points of sale, the selection of the points of sale is displayed as a dropdown menu.



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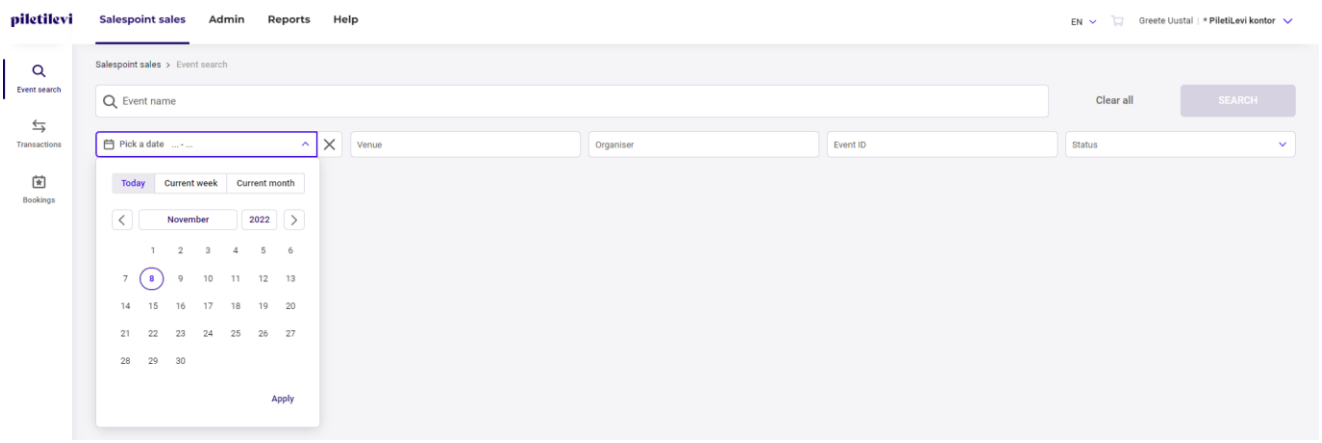
SALESPOINT SALES

After logging in, the ticket sales view is opened for the user, which includes all events of the respective user.

On the Event search page, the events can be filtered by the following characteristics:

1. Event name
2. Calendar view

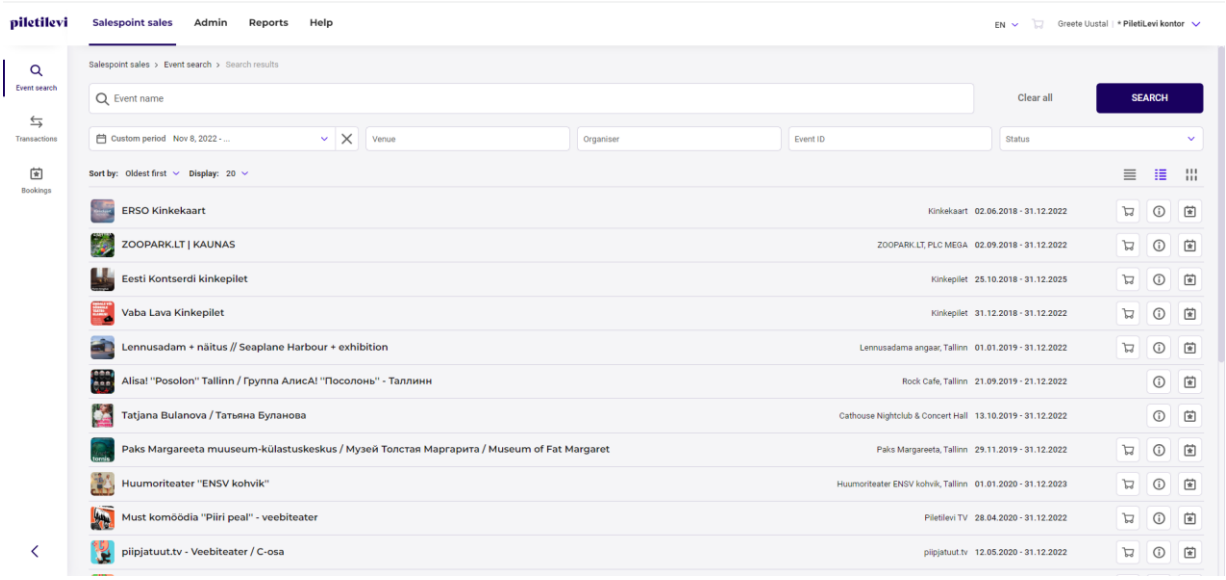


3. Venue
4. Organiser
5. Event ID
6. Event status

- At least three characters must be entered on the search line.
- A search can be launched by pressing Enter or clicking the 'Search' button.
- In the end of the search field is the 'Delete all' button, which clears all fields at once.

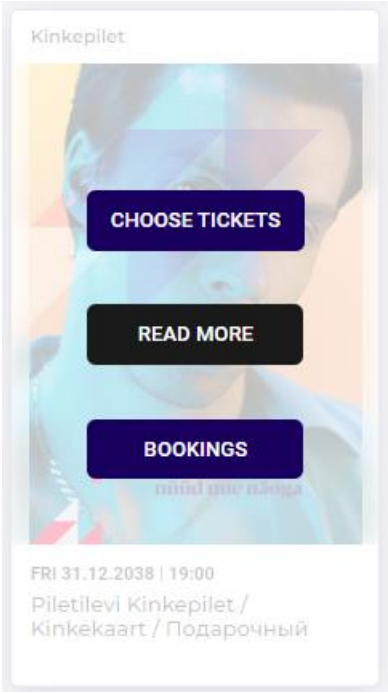
Search results can be filtered as follows:

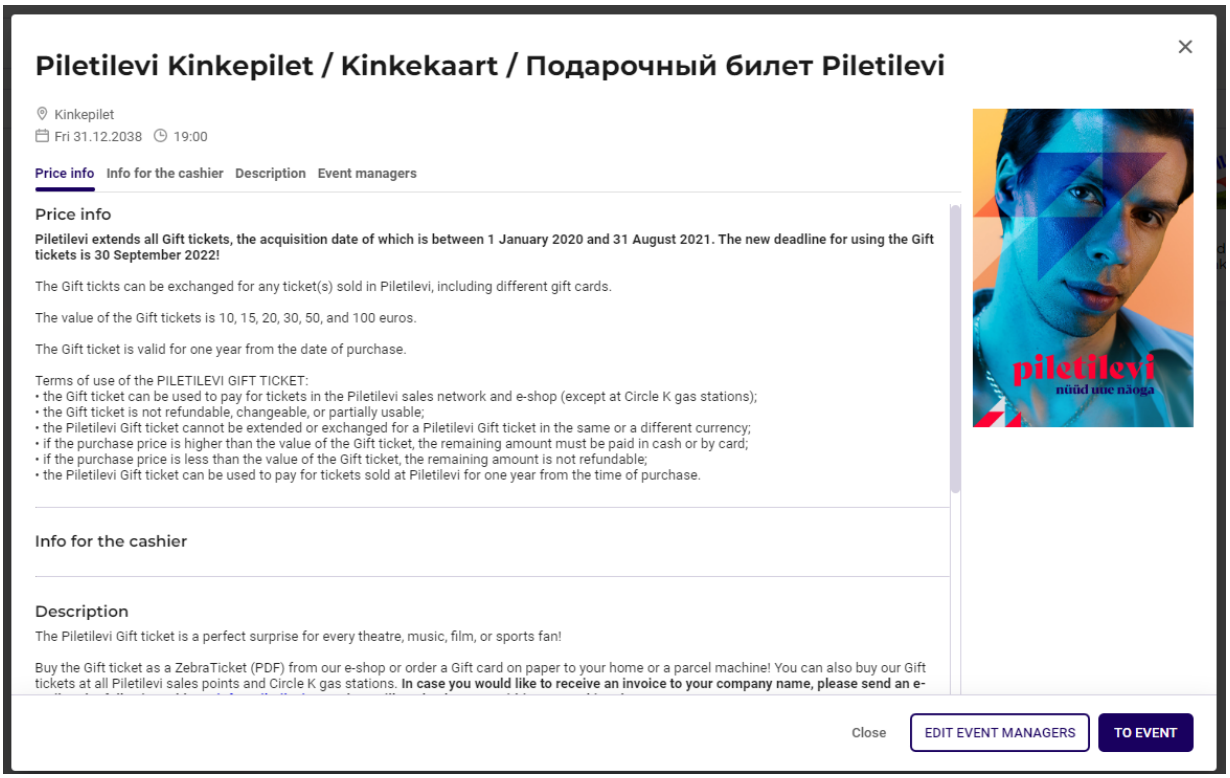
- By the time of the event:
  - Earlier events: the events which take place earlier are displayed first. Default selection.
  - Later events: the events which take place later are displayed first.
- The number of events displayed in the search results at a time: 10, 20, or 30 events.
- Three views can be used to display the search results:
  - A view with images
  - A list view with images
  - A list view without images



If a suitable event is found, three choices are displayed on the event box:

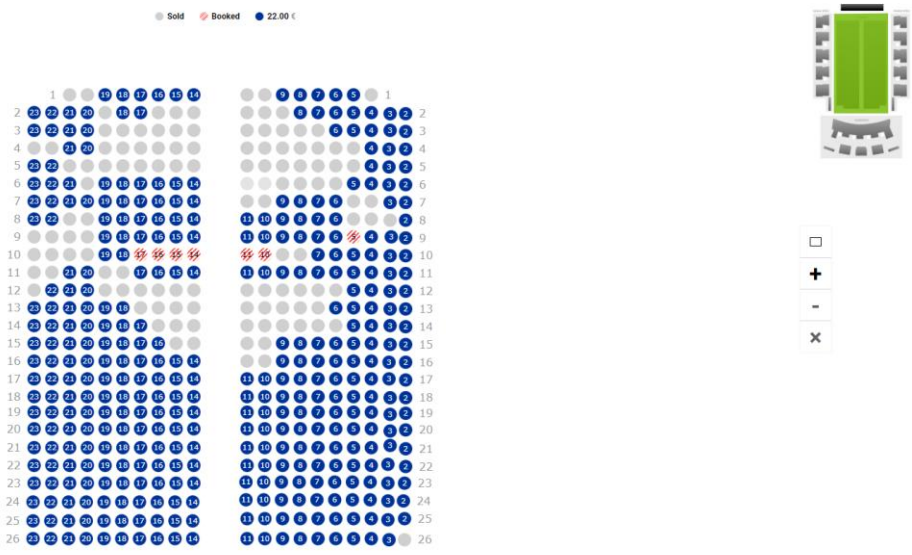
- Buy now – the user can proceed to select their tickets
- Read more – introduction of the event, i.e. price information with separate information for the cashier, description of the event, project managers of the organiser
    - ➢ The 'To the event page' button – redirects the user to the event view, where tickets can be selected.
- Bookings – the bookings for a specific event





Customer screen

If the salespoint also has the customer screen, the customer screen must be opened by using the ‘Customer screen’ button and the customer screen is opened on another screen.



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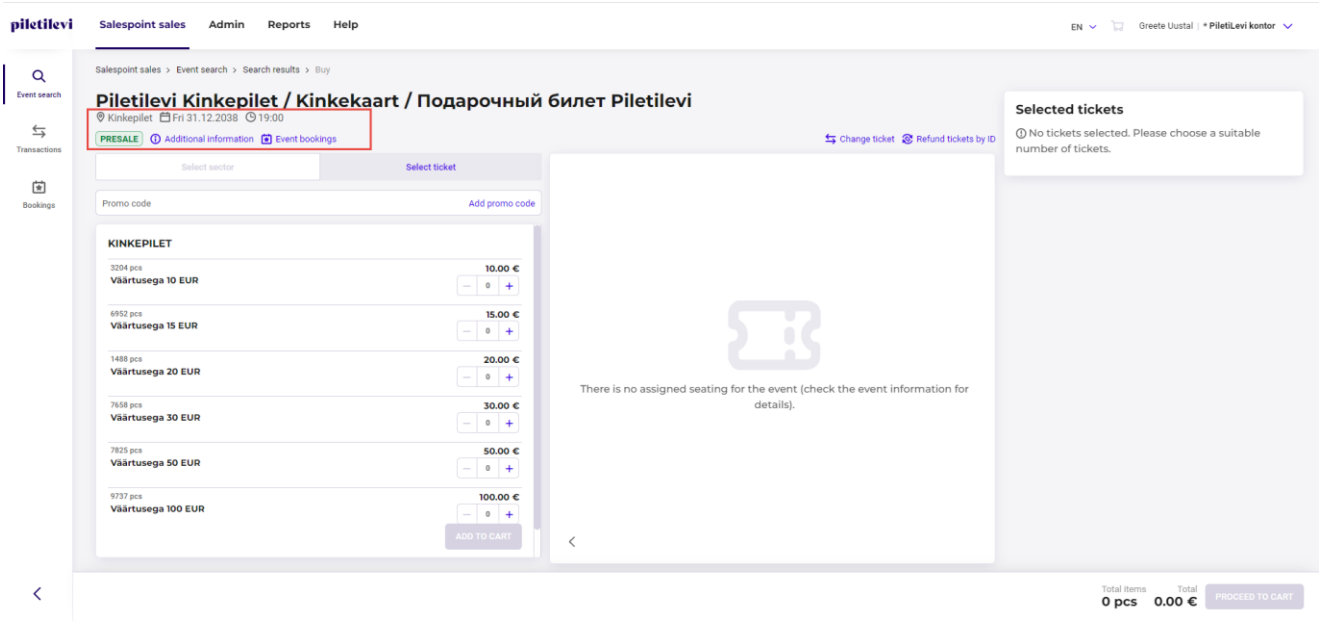
EVENT VIEW

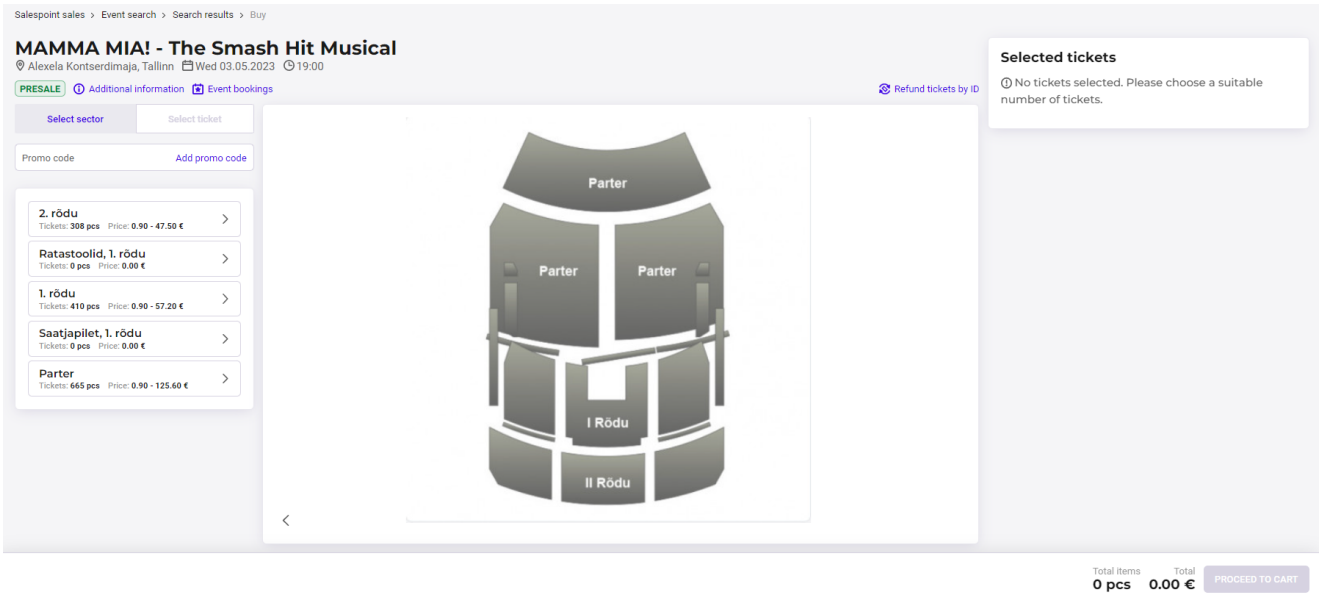
The event view includes the following details:

- Venue of the event
- Date and time of the event
- Event status
- Event details, including the price information, information to the cashier, description, project managers of the promoter
- Bookings for the event
- Venue map of the event / selection of tickets: selection of tickets to the cart depending on whether the event has a venue map or availableem seats, i.e. no venue map.
- Sector(s) and price groups of the event

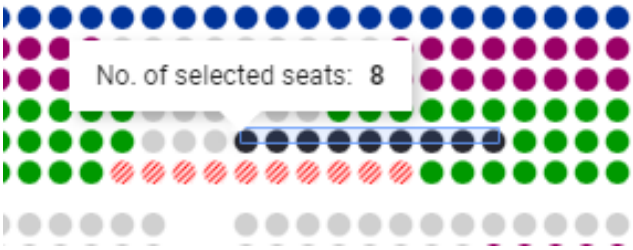


Selection of tickets from the venue map

In the case of an event with designated seats, the list of the sectors on sale is displayed with an image of the venue map.



- In order to select ticket(s), the sector must be selected to which the user wishes to purchase tickets.
- All ticket types of the selected sector and the venue map are displayed.
- Seats can be selected on the venue map by clicking on a specific seat or dragging the required number of seats directly to the cart.
    - In the case of dragging the seats, the programme will display how many seats have been selected. When the seats have been selected, they will be placed into the cart automatically.
    - In order to drag the tickets, the user must have the right to change the price group.



- The seat/seats selected are added to the cart automatically and displayed on the left on the screen.
- On the bottom right of the page, the number and total amount of the tickets selected for the respective event are displayed.

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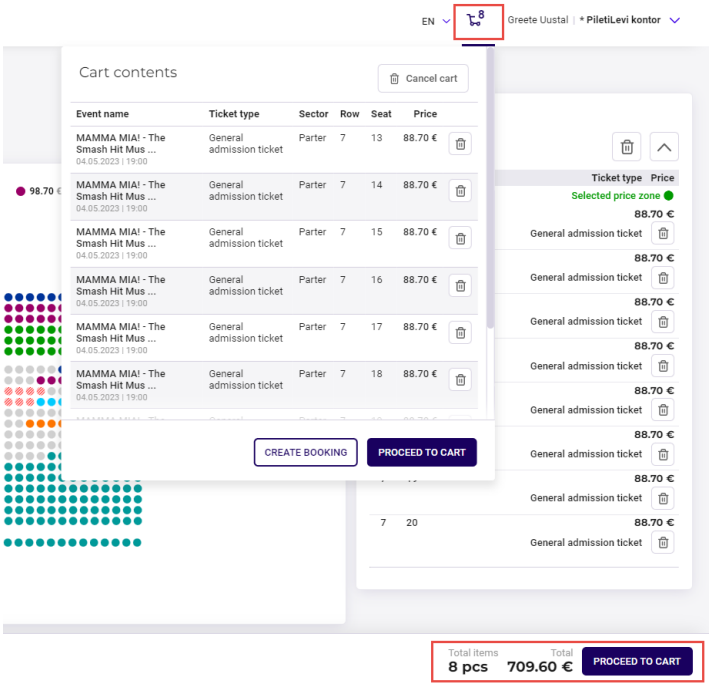
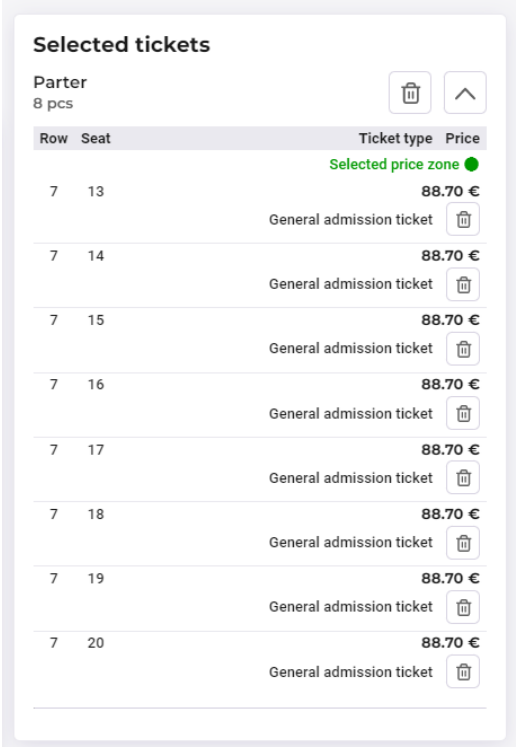
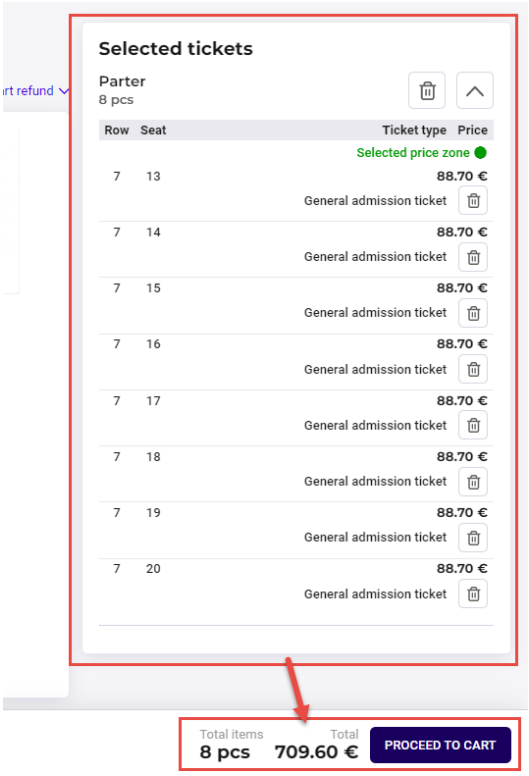


- Once the tickets have been selected, they are displayed on the right grouped by sector and price zone.
- The price types of the tickets can also be changed under the tickets selected.
- From under the tickets selected, tickets can be removed one by one by clicking on the trash can icon behind the respective ticket or all together by clicking on the trash can icon on top.



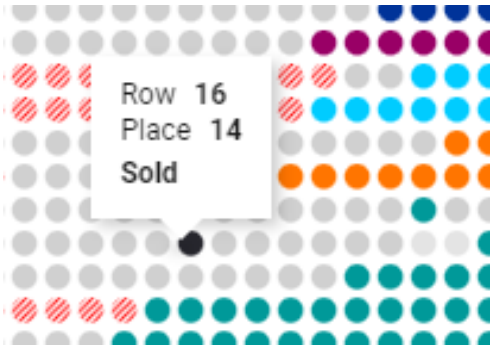
- When tickets are added to the cart, the total amount of all tickets in the cart is displayed next to the name of the user on the upper right corner of the page.
- When the tickets of a specific event are added to the cart, those tickets are also displayed in the bottom corner of the page in the event view. In the event view, only the tickets to the selected event are displayed on the bottom of the page. If the cart also contains tickets to other events, those tickets can be seen on the top of the page under the cart icon.



Displaying seats on the venue map

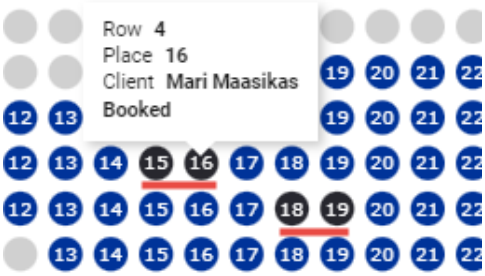
Displaying the tickets issued:

- Issued tickets are displayed as grey on the venue map and marked with the text ‘Sold’.



Displaying the seats booked:

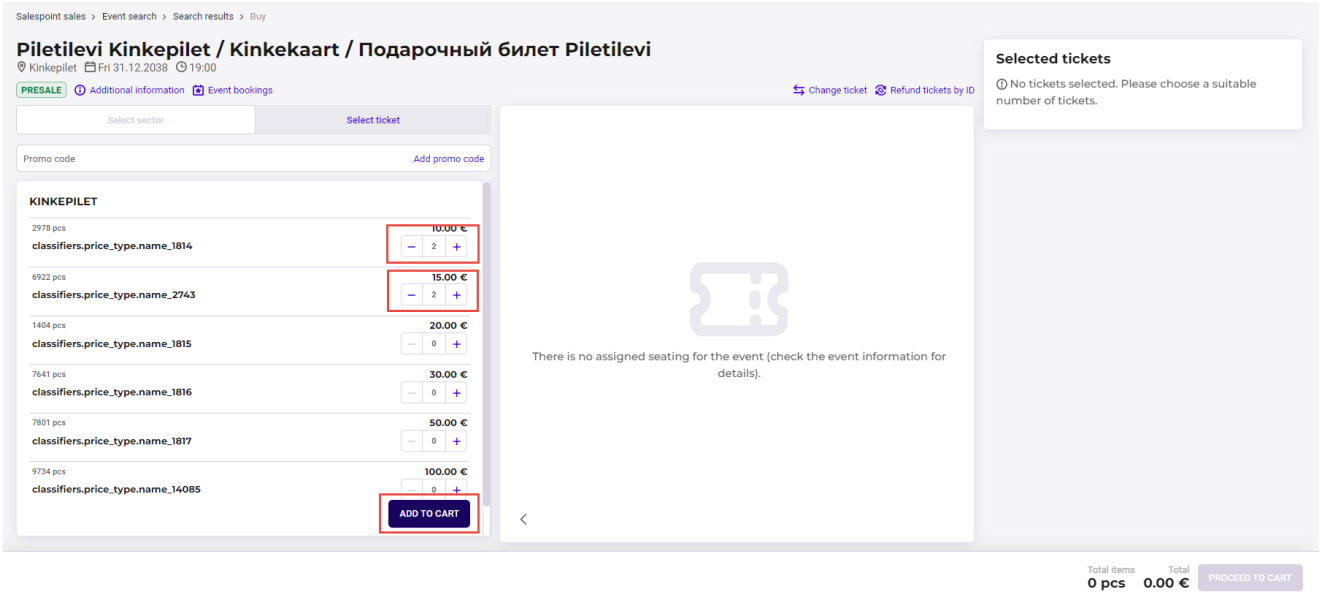
- Booked seats are displayed separately as striped seats on the venue map.
- If the user selects a booked seat on the venue map, all seats included in the same booking are highlighted on the venue map.
- If the user moves their mouse over a booked seat on the venue map, the 'Booked' status is displayed in the quick information window.
- If the mouse is moved over a booking on the venue map, the name of the customer or the person who made the booking is displayed.
    - The name of the person who made the booking is only displayed to a user with the 'Booking search and information' privileges.
    - The user can only see the bookings of the customers of their centre.



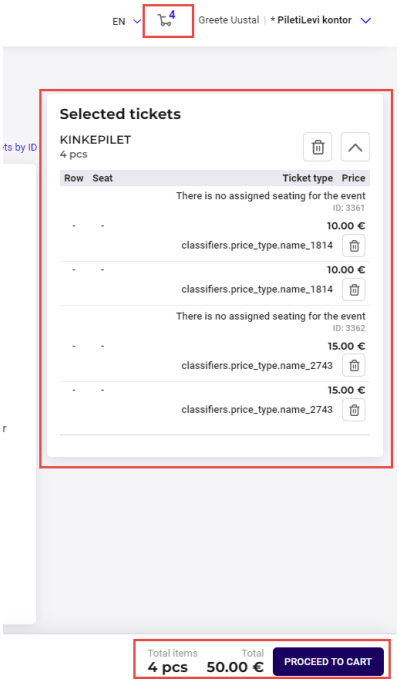
Selecting seats to an event without a venue map

If an event does not have a venue map, an image with an explanatory text is displayed instead.

- By default, all ticket types are available.
- In the case of an event without a venue map, the number of tickets can be selected by using '+' or '–' and by clicking the 'Add to cart' button.

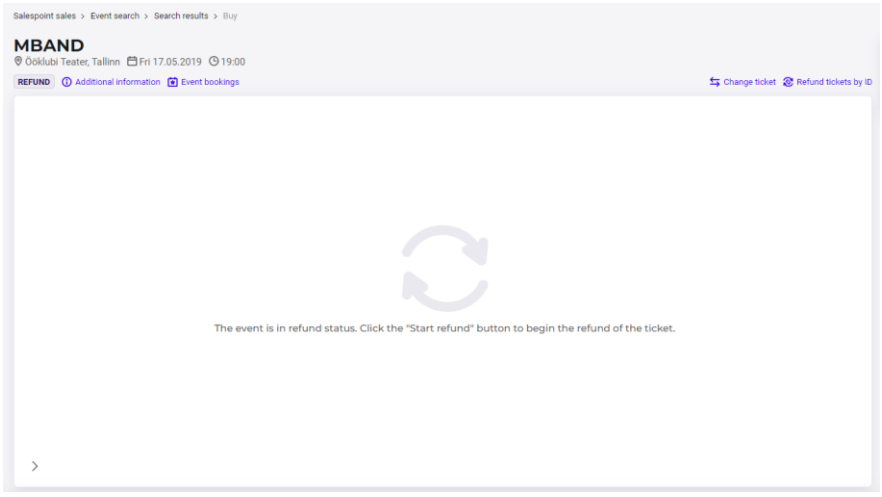


- When tickets are added to the cart, all tickets in the cart are displayed on the right of the page.
- When the tickets of a specific event are added to the cart, those tickets are also displayed in the bottom of the page in the event view. In the event view, only the tickets to the selected event are displayed on the bottom of the page. If the cart also contains tickets to other events, those tickets can be seen on the top of the page under the cart icon.



An event with a refund status

If an event has the refund status, an image is displayed with an explanatory text on how to initiate refund of the tickets:
The event is in refund status. Click the "Start refund" button to begin the refund of the ticket.



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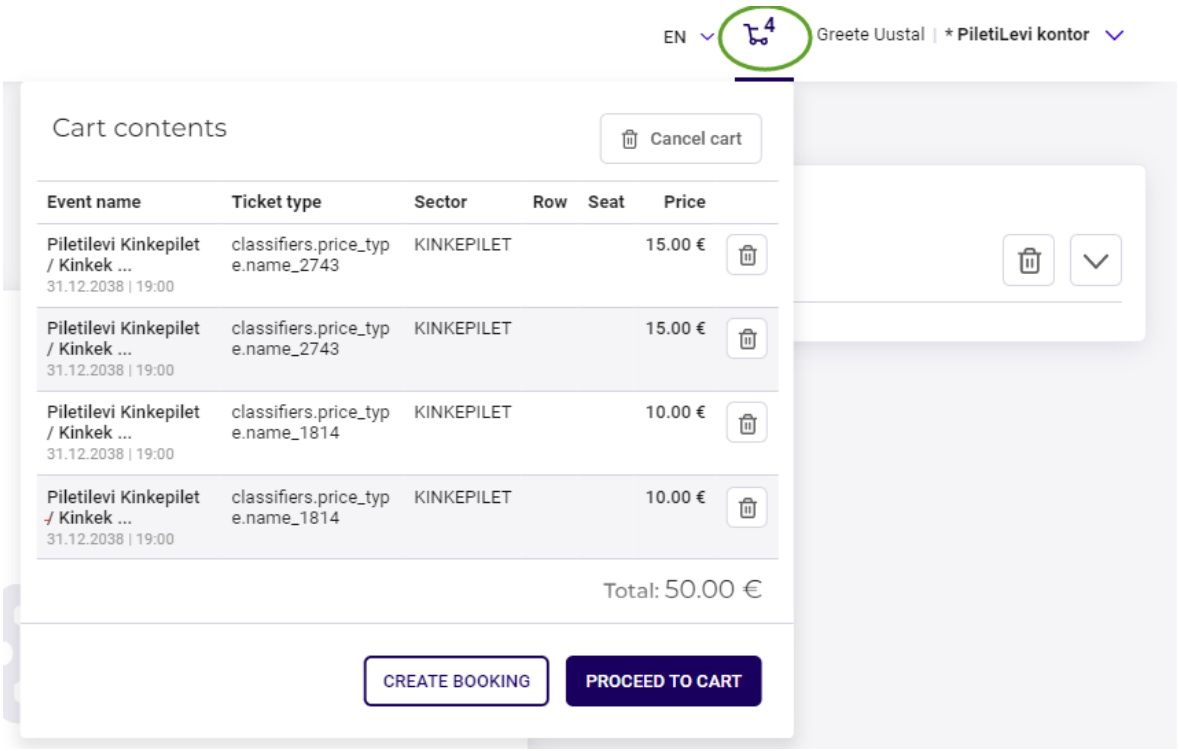
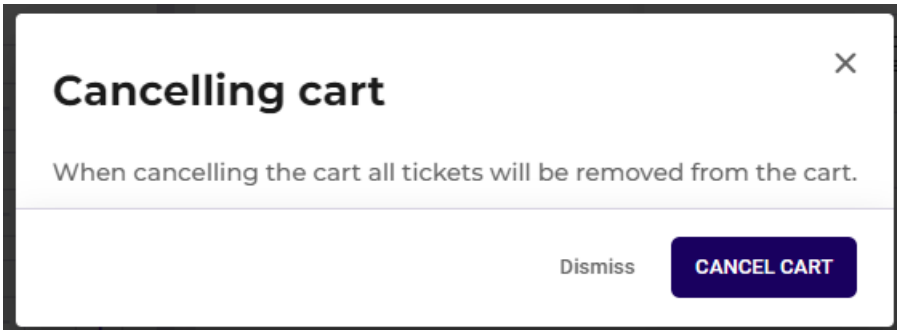
SHOPPING CART

The content of the shopping cart can be viewed as a quick view or a detailed view.

Quick view of the cart

- The 'Proceed to cart' button takes to the detailed view of the cart, where price types can be changed or and prices can be overwritten, if the user has respective privileges.
- The 'Create booking button redirects the user directly to making the booking.
- The 'Cancel cart' button empties the entire cart. If the respective button is clicked, the system will ask the user to confirm emptying the cart.





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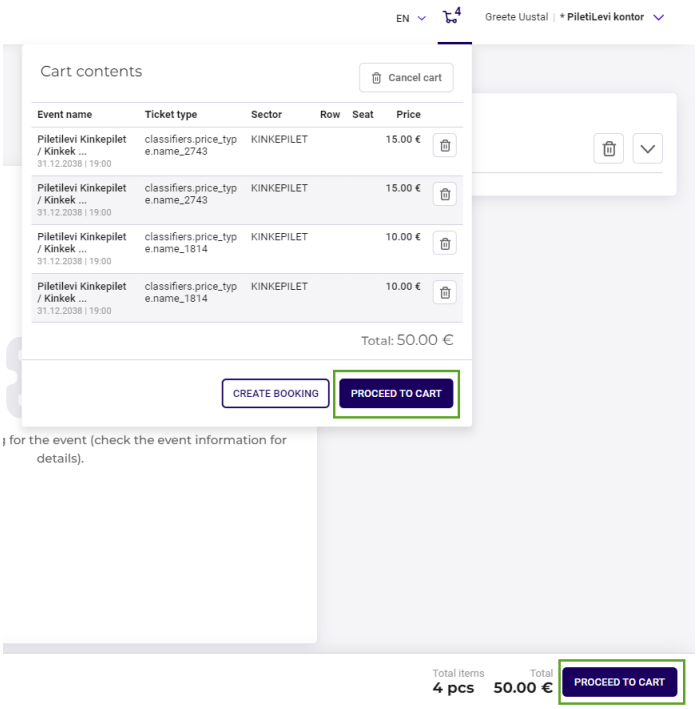
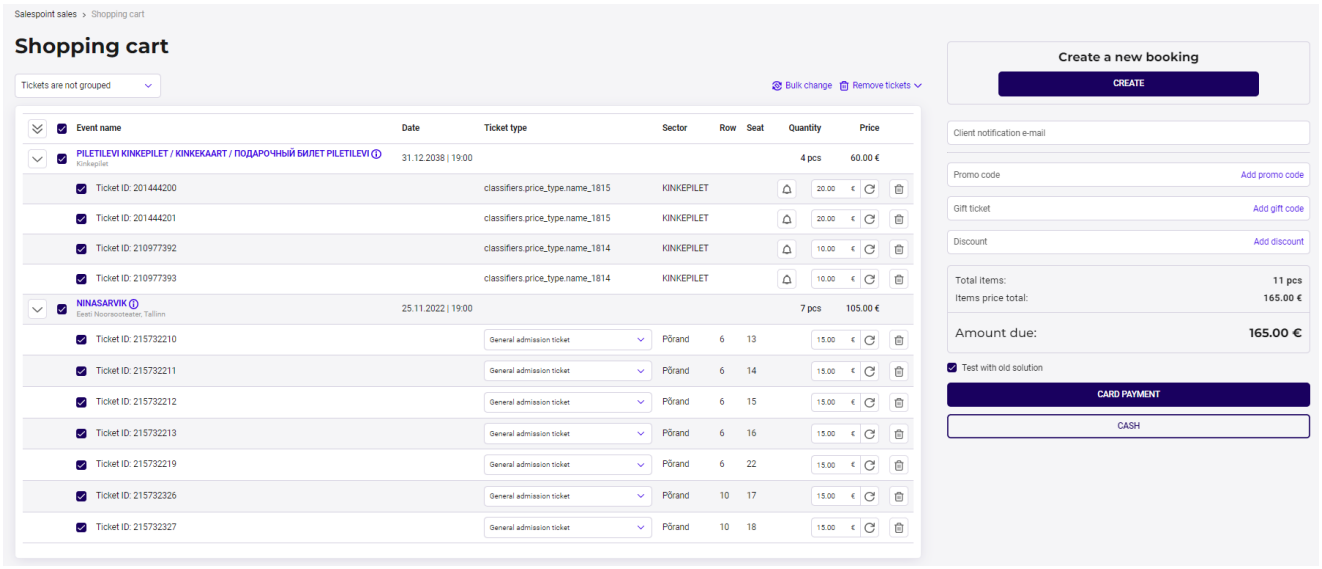
Detailed view of the cart

After clicking ‘Proceed to cart’, the user is redirected to the detailed view of the cart, which includes an overview of the shopping cart.

- The user can be redirected to the detailed view of the cart from the top of the page or the bottom of the page by clicking ‘Proceed to cart’.





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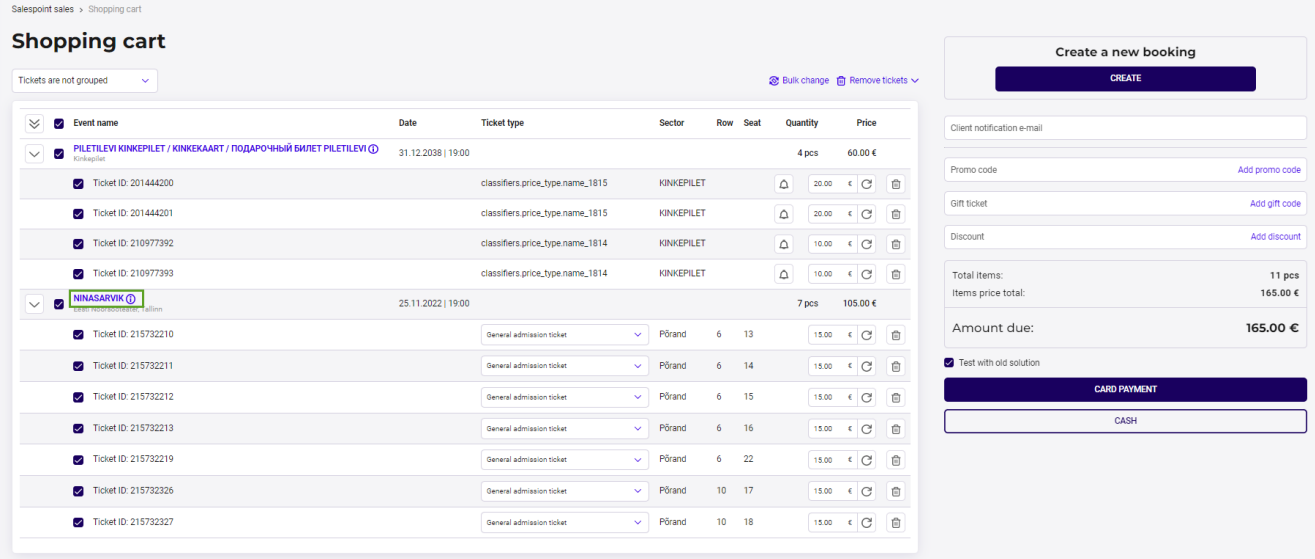
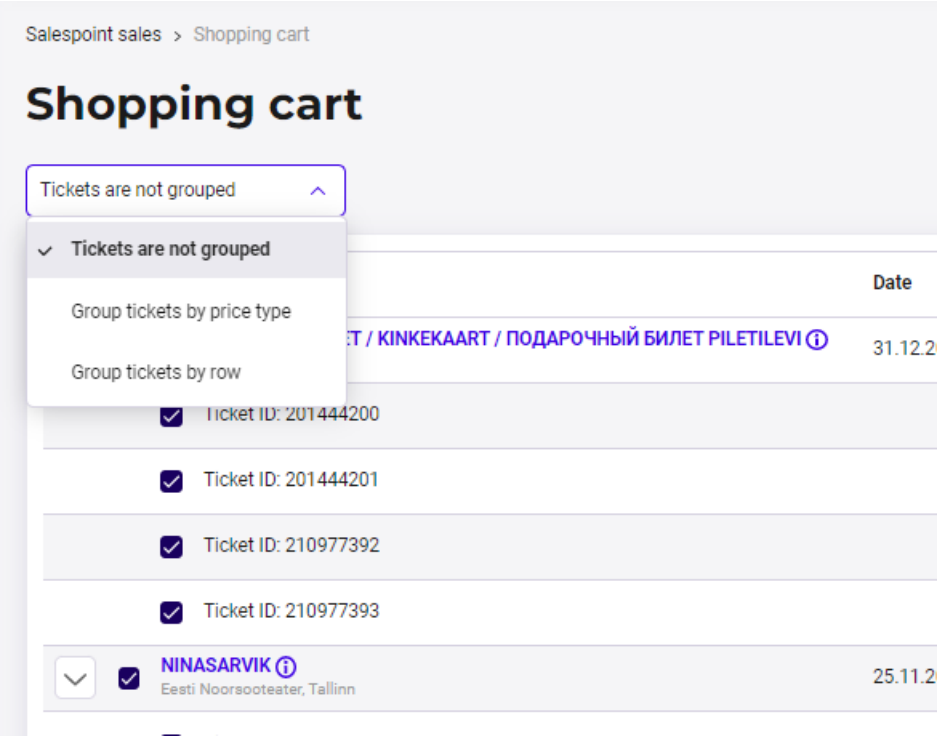
The following operations can be performed in the detailed view of the cart:

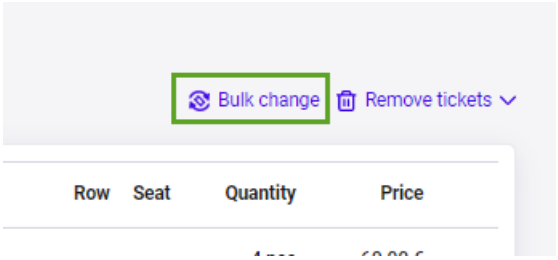
- By clicking the name of the event, the system will redirect the user to the view of the same event, in which further tickets can be added to the cart.



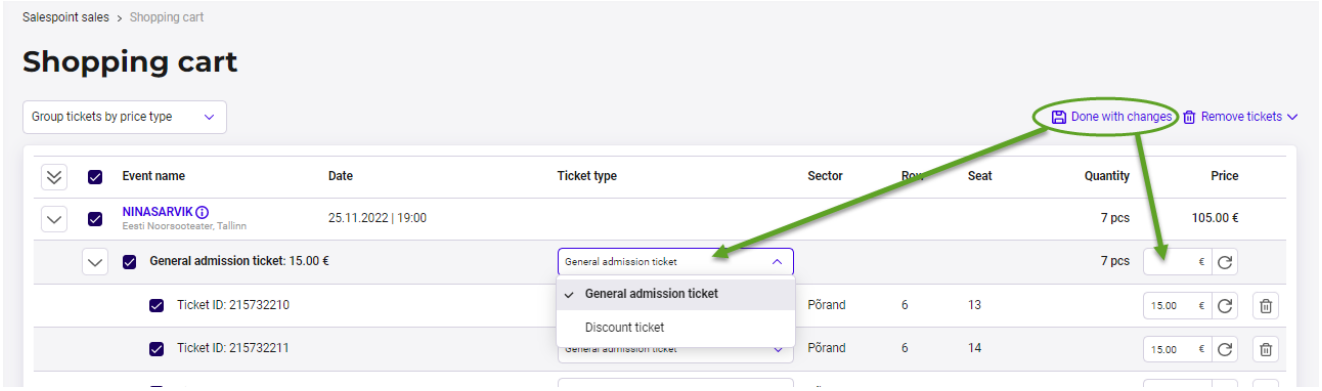
- Tickets can be grouped by the ticket price type or ticket row.



- In the event of changing the price group of tickets, ticket prices can be changed based on the price type or only by the ticket price.
    - ➢ Respective privileges are required for overwriting a ticket price.



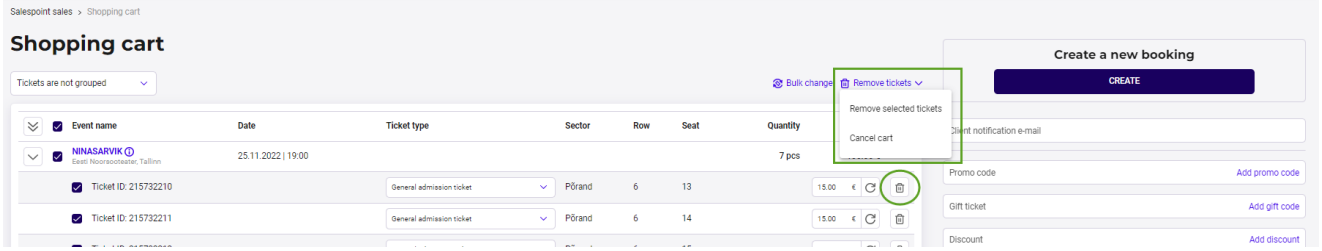
    - ➢ The ‘Done with changes’ button should be clicked after making the changes.



Removing tickets from the cart

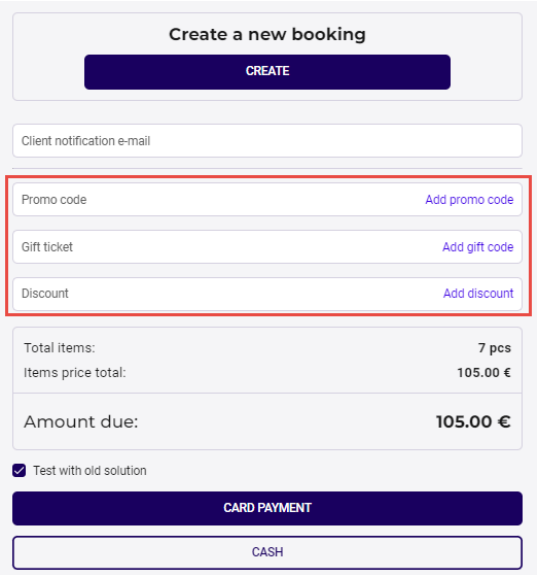
Several different methods can be used to remove tickets from the cart:

- There is a trash can icon in the end of each ticket row, which can be clicked to delete the specific ticket from the cart.
- Clicking ‘Remove tickets’ provides two options:
    1. ‘Remove selected tickets’: only the tickets which were selected before are removed from the cart.
    2. ‘Cancel cart’: all tickets are deleted from the cart.

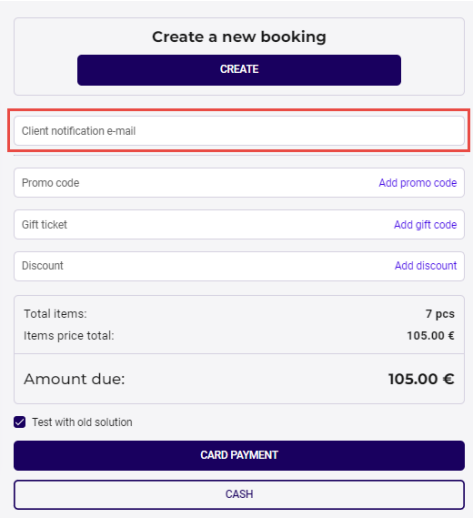


- If a discount code is entered, it is applied to the entire shopping cart, depending on the restrictions applicable.

- If a gift ticket code is entered, the value of the gift ticket is deducted from the total amount of the shopping cart.
- The discount % is applied to the entire amount of the shopping cart.



- Using the customer notification e-mail field allows collecting the e-mail addresses of the ticket owners to notify the customers quickly in the event of potential changes.
    - The e-mail addresses of the customers are accumulated in the 550 report. If there is an issue with an event, those customers who have purchased their tickets from a salespoint can also be notified of any changes.
    - The customer notification field is filled in automatically with the e-mail address of the person who made the booking.
    - The e-mail addresses of customers can be changed or deleted under transactions. In order to delete an e-mail address, remove the e-mail address and click on 'Save changes'.
    - The e-mail address for sending customer notifications is specified in the personalisation report.



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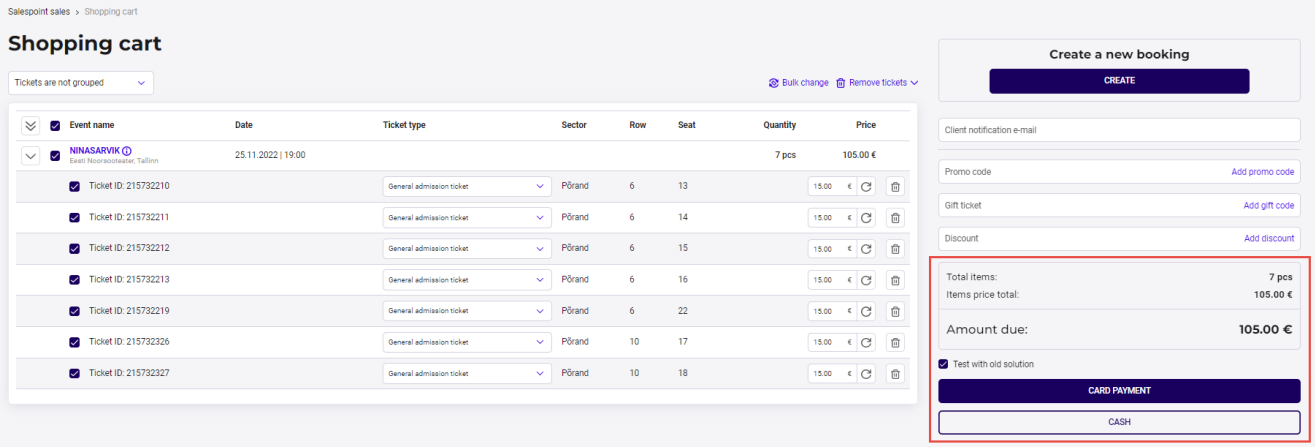
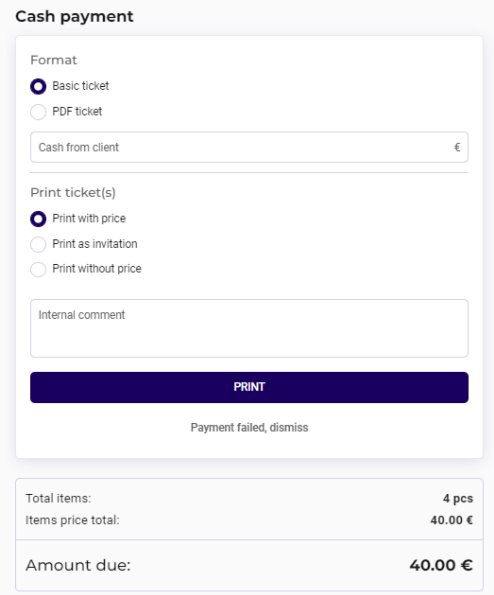
Payment for tickets in the cart

The payment methods, the total number of tickets in the cart, and the total amount are displayed on the right side of the page.

- The fields for applying the discounts referred to above can also be found on the right: discount code, gift ticket code, discount %.



- After selecting the payment method, the user is redirected to selecting the format of the ticket.
  - ➢ A regular ticket is a physical ticket which can be printed physically if there is a ticket printer.
  - ➢ PDF ticket can be downloaded on a computer or sent directly to the e-mail address of the customer.
- Tickets can be issued with the price, with the text 'INVITATION', or without the price (the space of the price will be left blank).



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Using a Piletilevi gift ticket to pay in the alias cash register

- The alias cash register can be used to search for the bookings of your centres.
- The bookings of your centres can be paid for under the alias cash register by using a Piletilevi gift ticket.
- Any sales transactions completed by using a Piletilevi gift ticket are displayed as Piletilevi sales operations in the reports.

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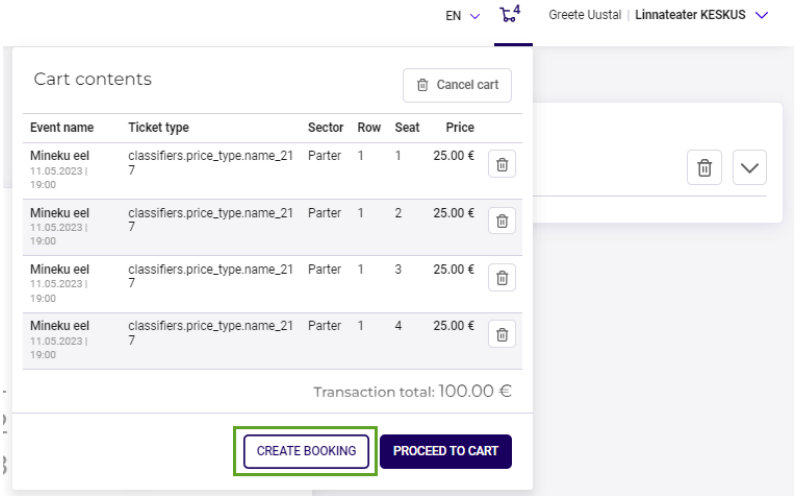
BOOKINGS

Booking a ticket

Tickets can be booked for a private customer, legal person, or the promoter from the quick view or detailed view of the shopping cart.

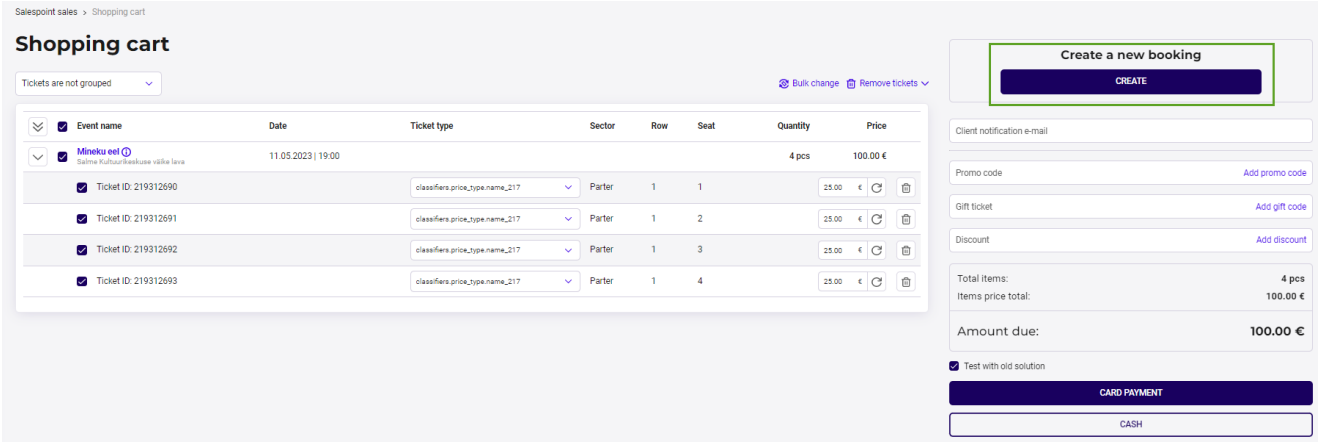
Booking tickets from the quick view of the shopping cart

- Bookings are created from the quick view of the shopping cart by using the icon of the shopping cart.
- Clicking the 'Create booking' button will redirect the user to the window of creating a booking.



Booking tickets from the detailed view of the shopping cart

- Bookings are created from the detailed view of the shopping cart by using the 'Create' button in the upper right corner of the page.



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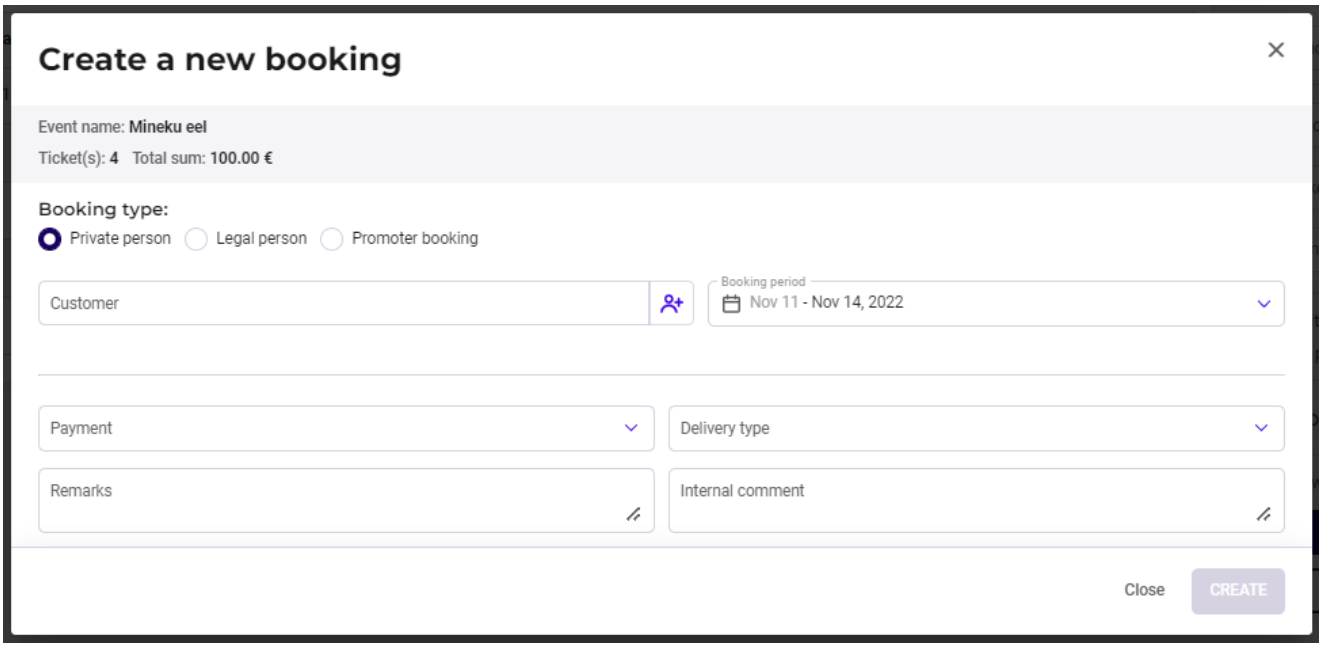
Creating a booking

There are three types of booking in the selection: bookings of a private customer, legal person, or the promoter.

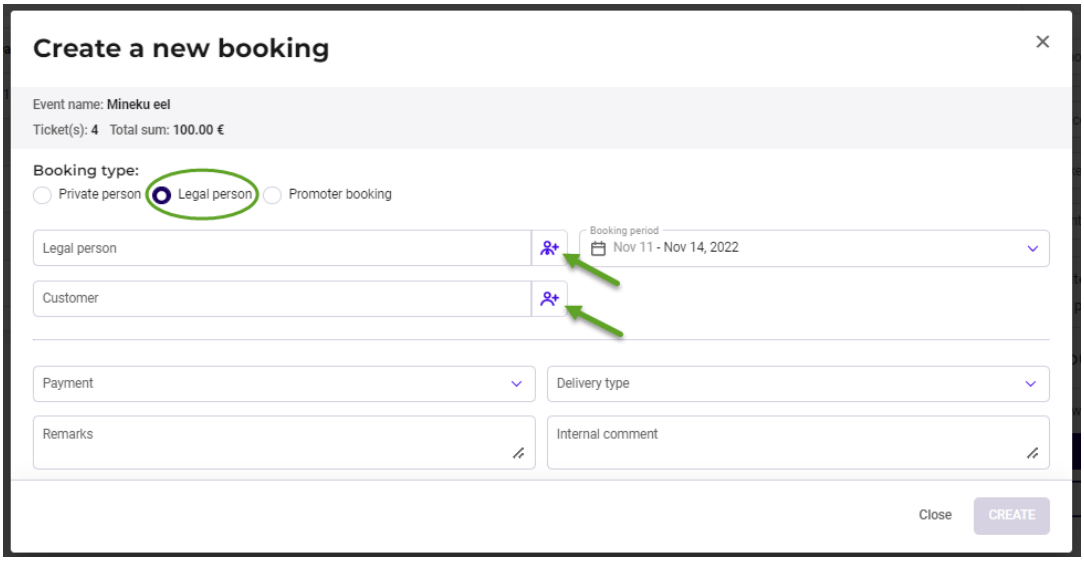
- When the user starts typing a name on the field of the person making the booking, the system will suggest previously entered customer names which are similar to the name typed.
- In the course of creating a booking, the validity period of the booking can be specified.
- The payment method, comment (incl. internal comment), and delivery method can also be specified.
    - ➢ Bookings can be created without selecting the payment method, but it is not possible to formalise a purchase transaction without specifying the payment method.



Creating a new customer (upon creating a booking)

In the course of creating a booking, a new customer can also be created in the same window.

- The customer can start creating a new customer without leaving the view of creating a booking. Both private and legal customers can be created.
- If a new legal person and a customer representing the legal person are created, the system will automatically associate them upon creating the customer.
- The legal person search has been turned from a dropdown menu into an automatic suggestion search in the list of bookings.

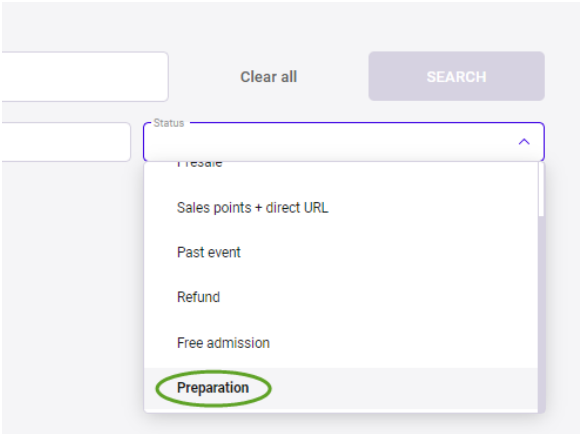


Booking tickets before the tickets are placed on sale

- The user with the privilege 'The right to add tickets to cart before the beginning of sale' can add tickets to their cart before the beginning of the ticket sale and book or buy tickets in the owner's centre.
- This means that the event is on presale, while the actual date of the sales transaction is in the future.

Booking tickets to an event with the 'Preparation' status

- The user with the privilege 'The right to find events in preparation' can book tickets to events with the 'Preparation' status.
- In order to find an event in preparation, the user must select the 'Preparation' status. Then, the user can find the event and create bookings.
- Tickets to events with the 'Preparation' status cannot be sold.
- It is not possible to add tickets to an event with another status or tickets to another event with the 'Preparation' status to the booking with the 'Preparation' status.



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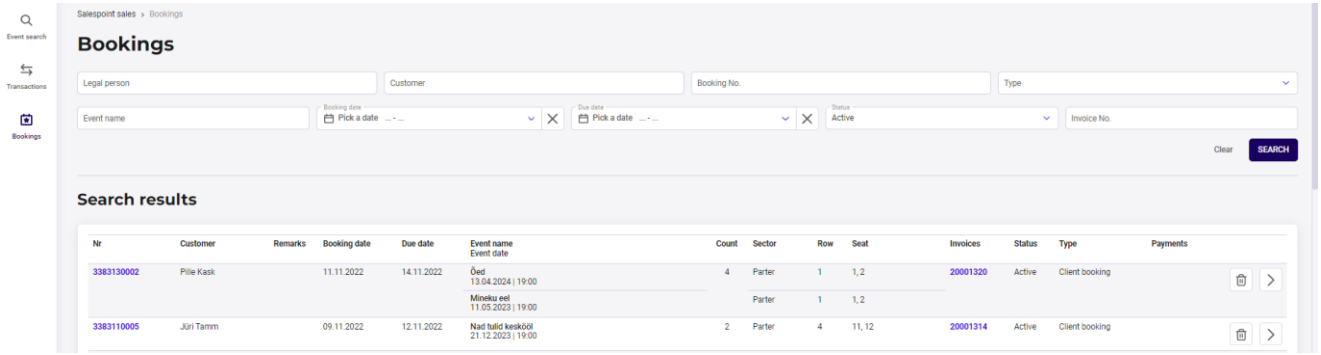
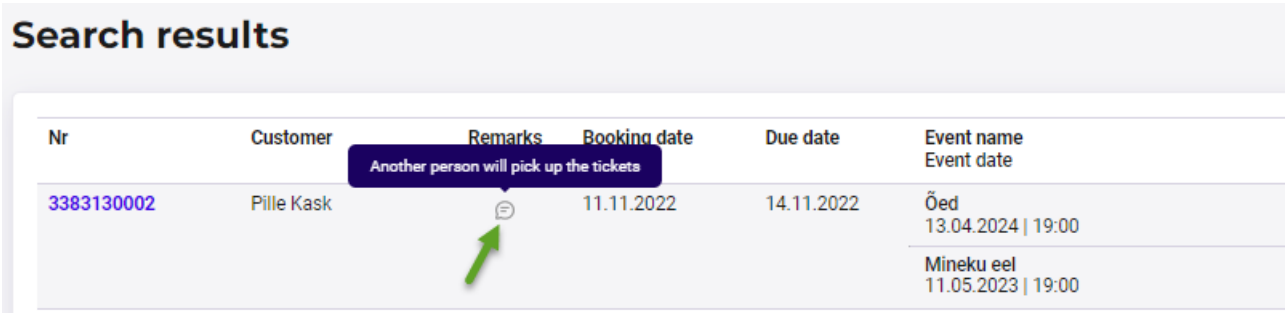
The view of the list of bookings

All bookings of a respective promoter are displayed in the list of bookings.

- Bookings can be searched based on different details, as well as by using several search fields simultaneously.
- The 'Clear' button deletes all the fields selected before.
- In the booking list view, the name of the legal person is displayed above the customer name, if the booking has been made for the respective company.



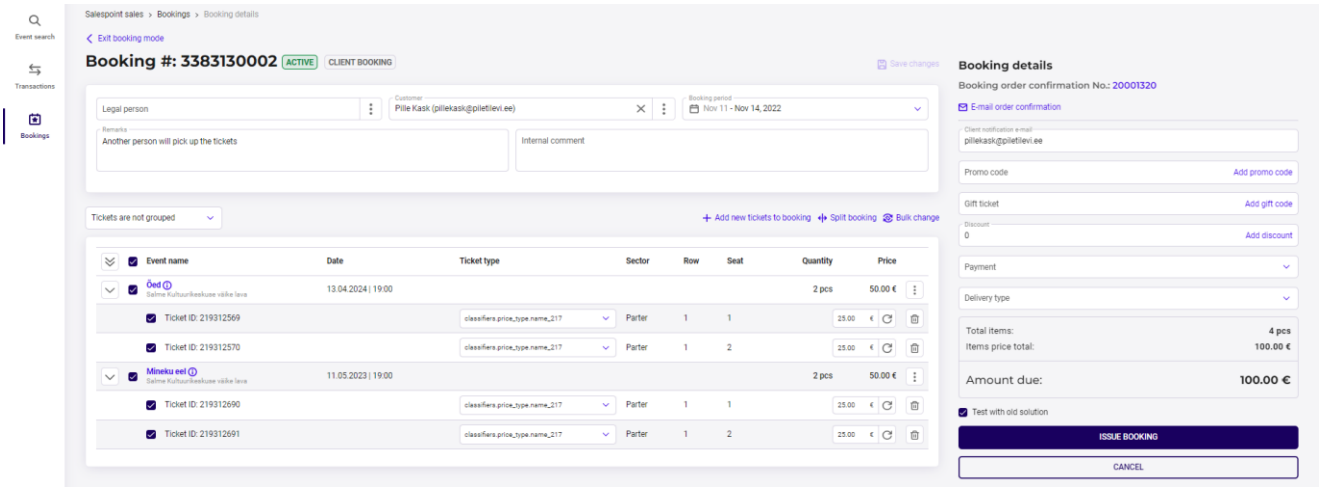
- If a comment has been added to the booking, it is displayed as a separate icon in the view of the list of bookings.
- If the user moves to the icon of comments, the first half of the comment is displayed. In the event of a longer comment, the user should proceed to the detailed view of the booking.



Content of the booking

The detailed view of the booking section is divided into three larger blocks:

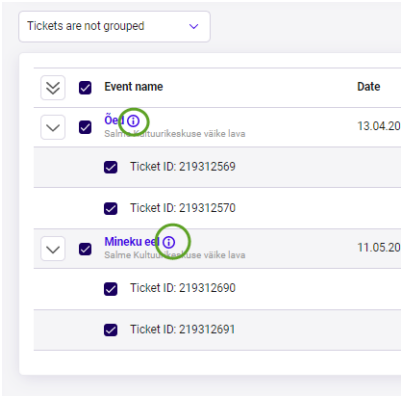
1. Customer details + validity period of the booking
2. The tickets included in the booking
3. Details of the booking + payment for the tickets



Information of the event and tickets in the detailed view of the booking

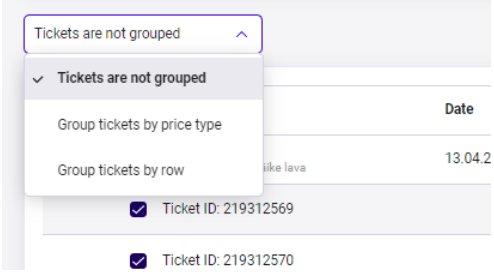
Information of the event

- The description of the event can be viewed by clicking on the information button (i) next to the title of the event.



Grouping tickets

- Tickets can be grouped based on price or row.



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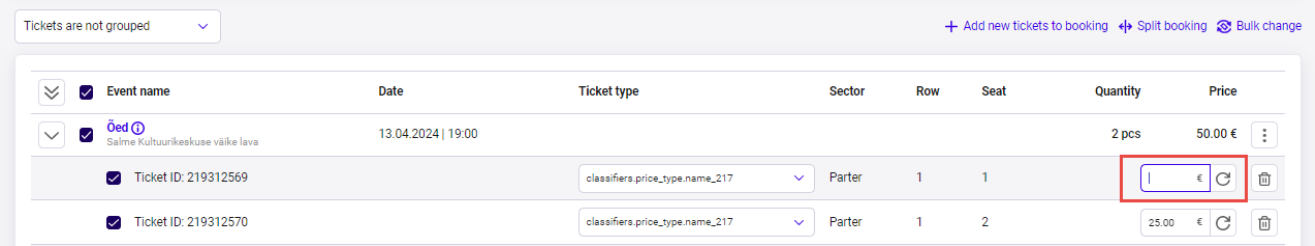
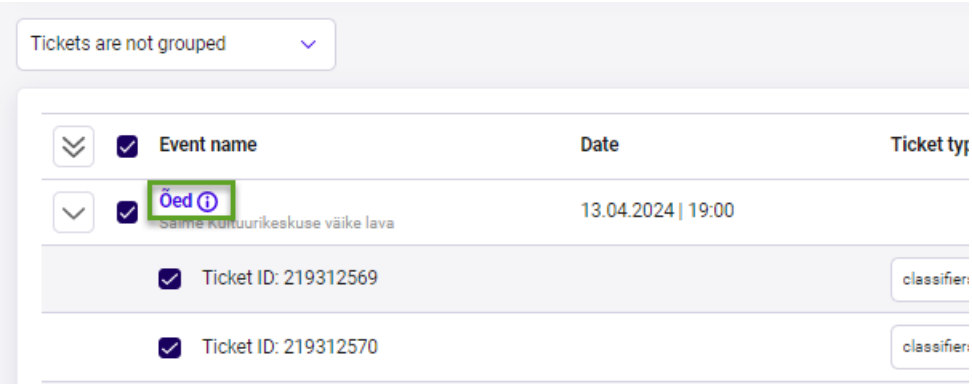
Changing the ticket price under a booking

- No restrictions on changing the ticket price apply to the customer bookings. All users who are entitled to create custom prices for the tickets can change the prices of any types of bookings.

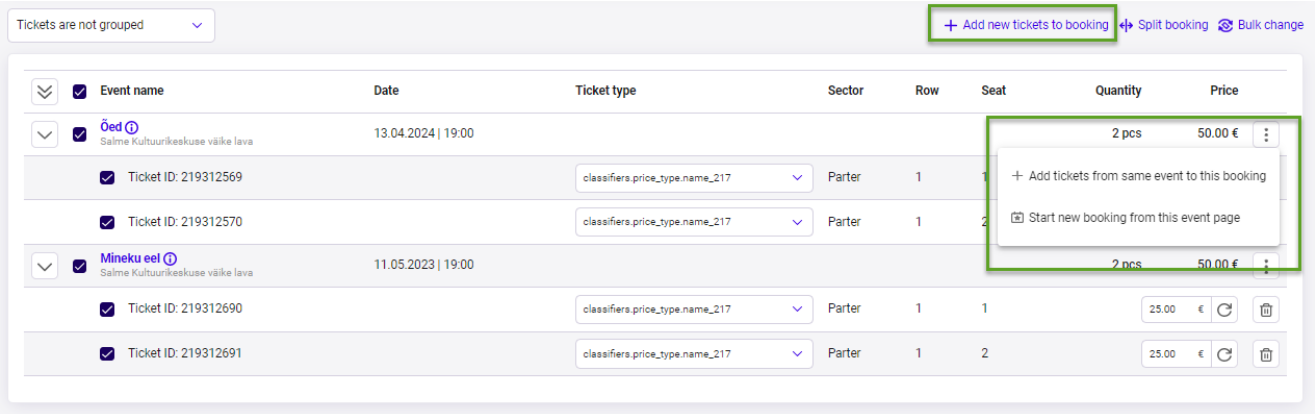


Adding tickets to a booking

- By clicking on the event name, the user is redirected to the home page of the event, but this will not allow adding tickets to the same booking.



- Tickets to a new event as well as further tickets to the same event can be added to a booking. It is also possible to create a new booking for the same event under the three-dot icon.



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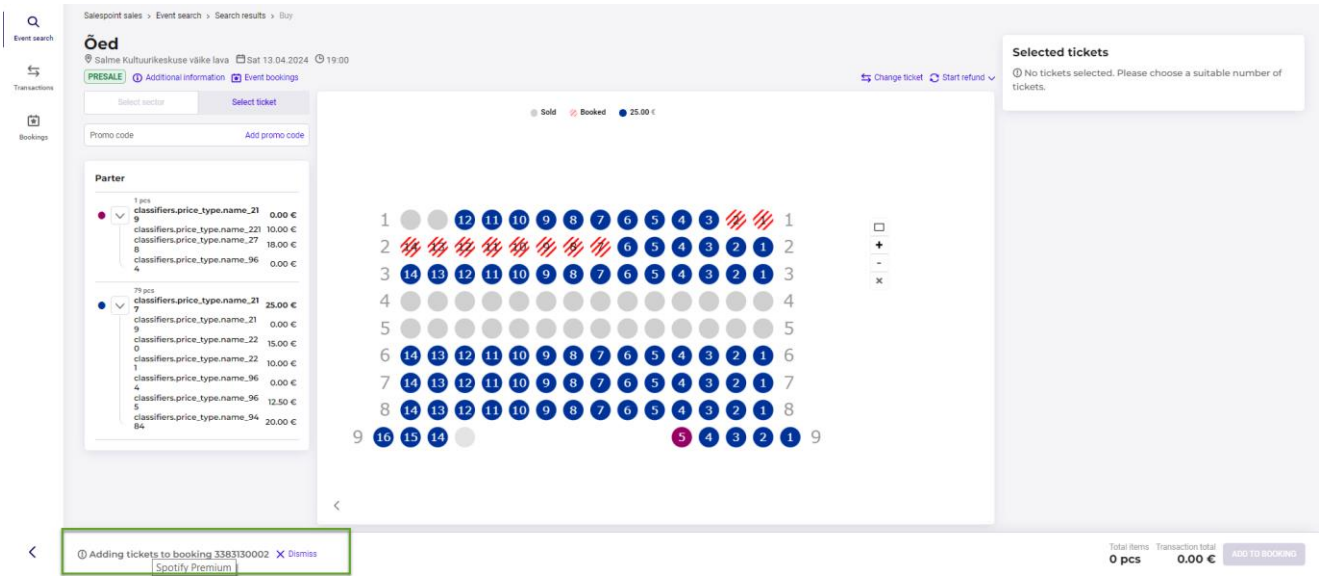
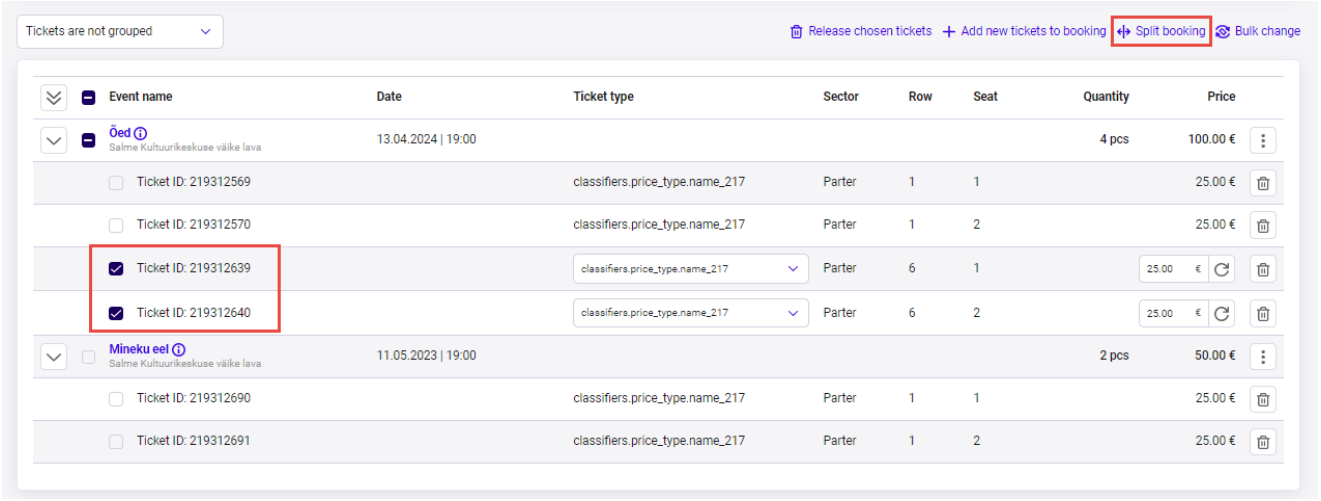
- In the event of adding tickets to the same booking, a notice is displayed on the bottom of the page, specifying how many tickets are being added and to which booking.



Dividing a booking

- In the event of dividing of a booking, the programme divides the booking into parts and creates a new booking with the previously selected tickets.



- The new booking will remain connected to the previous booking, represented by a slash in the booking number.
- The view of the new booking includes the ‘Back to the original booking’ button, which redirects the user back to the original booking, even if the booking has been divided several times.
- The ‘Back to the original booking’ button is only displayed in the event of a divided booking.

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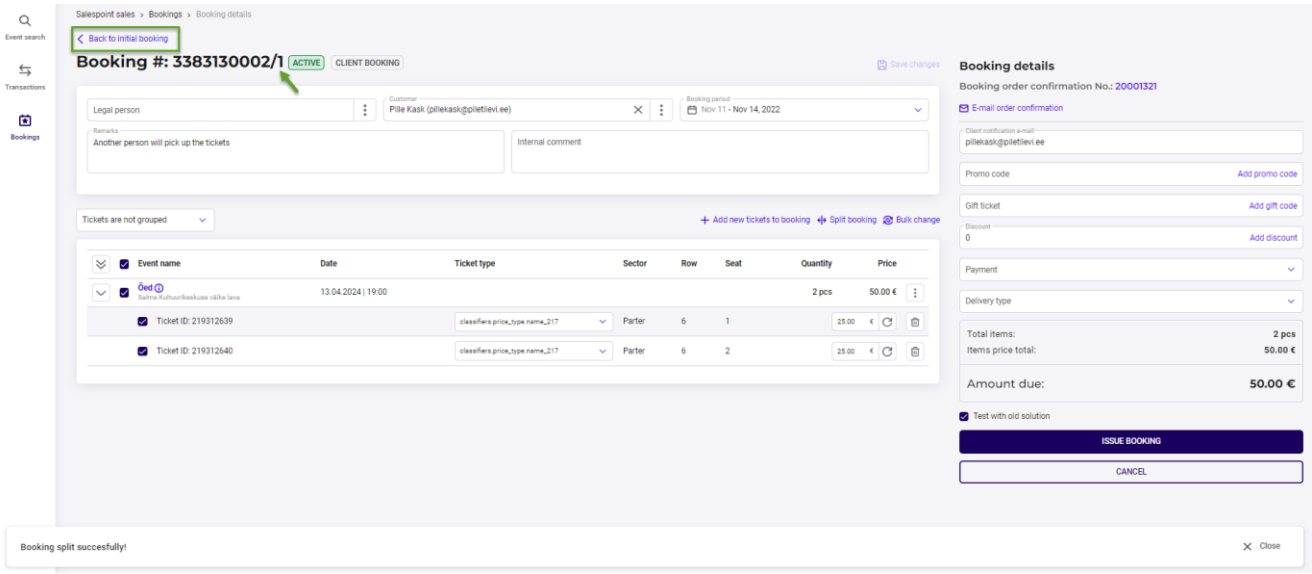
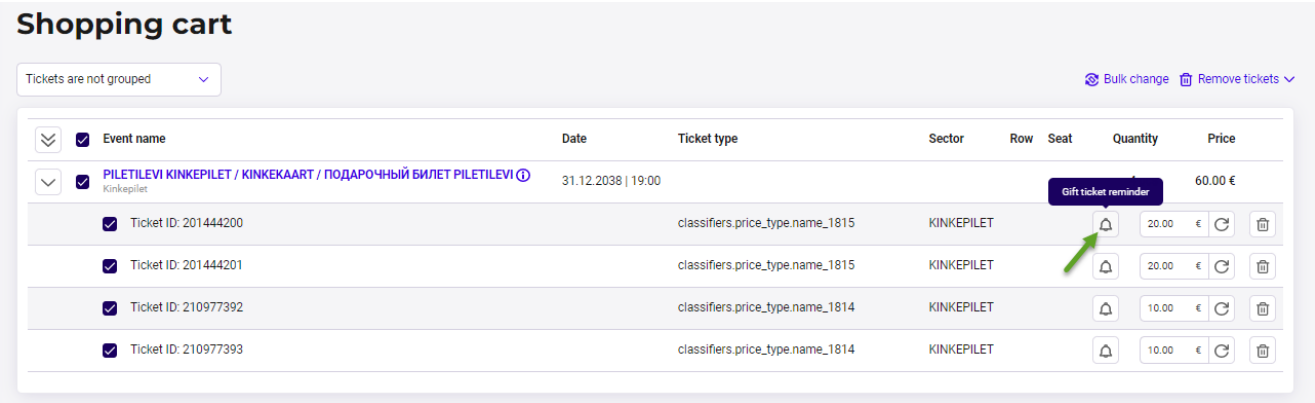


Setting a reminder of the expiry of a Piletilevi gift ticket

- In the event of selling Piletilevi gift tickets with the expiry reminder switched on, the e-mail address of the recipient of the reminder can be entered for each gift ticket.
- Entering the e-mail address for sending the reminder is optional.
- Expiry reminders can be set under the shopping cart, booking, or transaction views.



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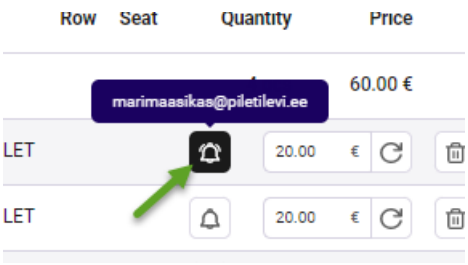
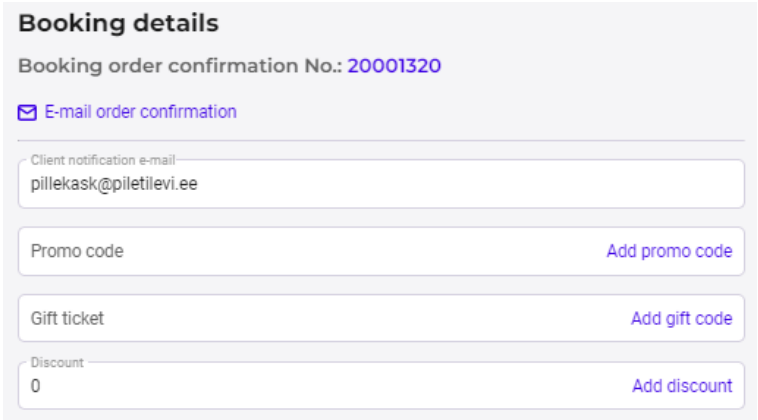
- By hovering over the icon of the reminder, the e-mail address of the recipient of the reminder is displayed, if it has been set.
- The e-mail address of the recipient of the expiry reminder of a gift ticket can be changed repeatedly under the views of bookings or transactions by clicking on the icon of the reminder.



- It is not possible to set an expiry reminder for a gift ticket which remains valid for under 30 days.
- It is not possible to set an expiry reminder for a gift ticket which has already been used.

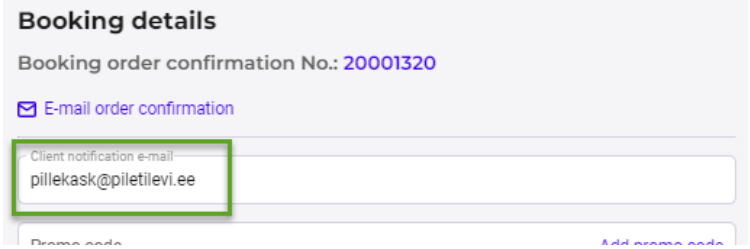
Booking details

In the case of opening a specific booking, the details of the booking are displayed on the right side of the page, from where it is possible to send an order confirmation to the customer and apply discounts or gift ticket codes.



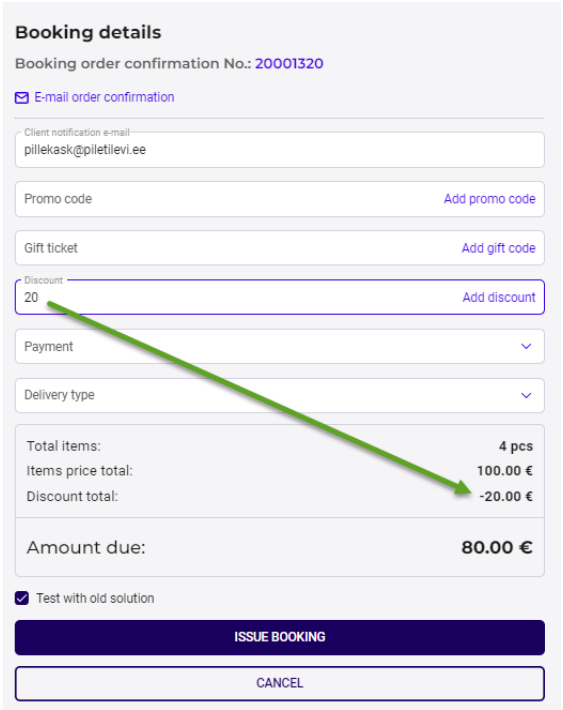
Booking confirmation number

- Order confirmations can be sent to the customer directly from the programme by e-mail.



- By clicking ‘E-mail order confirmation’, the history of sending the respective confirmation can also be viewed.

- If a discount code is entered, it is applied to the entire shopping cart, depending on the restrictions applicable.
- If a gift ticket code is entered, the value of the gift ticket is deducted from the total amount of the shopping cart.
- The discount % is applied to the entire amount of the shopping cart.



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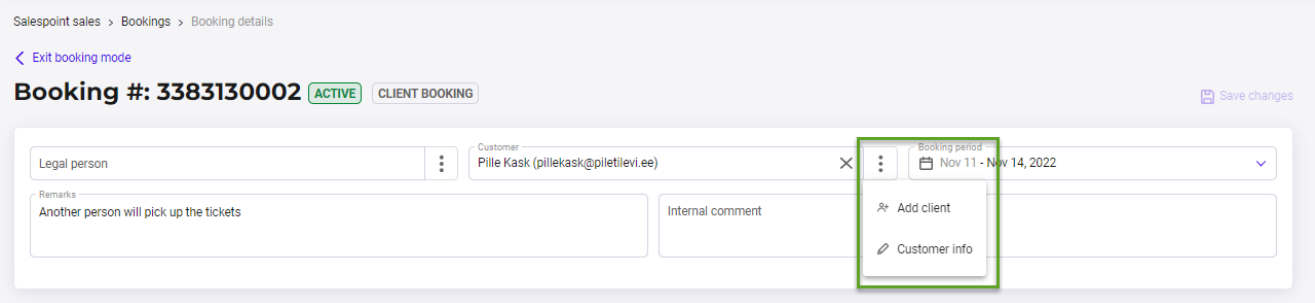
Using the customer notification e-mail field allows collecting the e-mail addresses of the ticket owners to notify the customers quickly in the event of potential changes.

- The e-mail addresses of the customers are accumulated in the 550 report. If there is an issue with an event, those customers who have purchased their tickets from a salespoint can also be notified of any changes.
- The customer notification field is filled in automatically with the e-mail address of the person who made the booking.
- The e-mail addresses of customers can be changed or deleted under transactions. In order to delete an e-mail address, remove the e-mail address and click on 'Save changes'.
- The e-mail address for sending customer notifications is specified in the personalisation report.

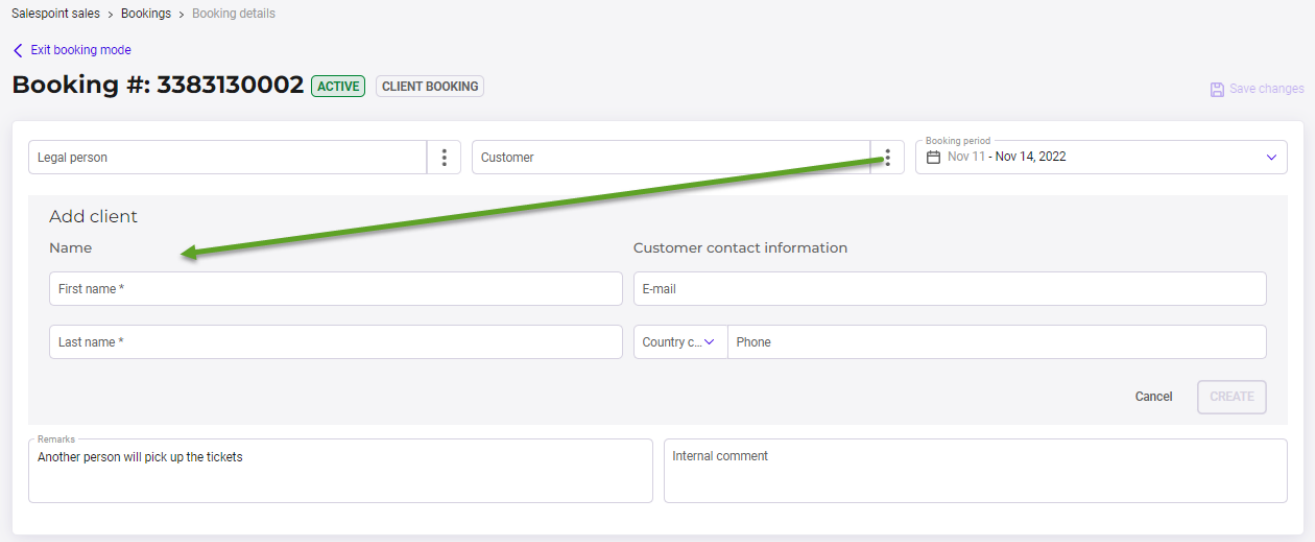
Changing a booking

Changing/adding a customer under the detailed view of a booking

- The customer of a booking can be changed directly under the detailed view of the booking. A new customer can also be created there.



- Creating a new customer under the detailed view of a booking



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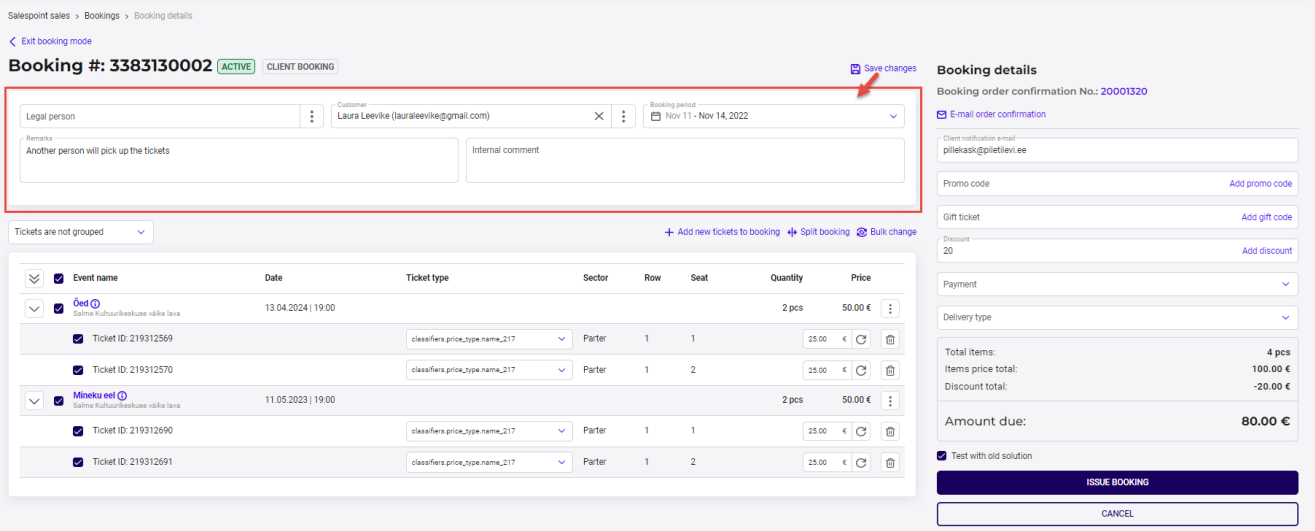
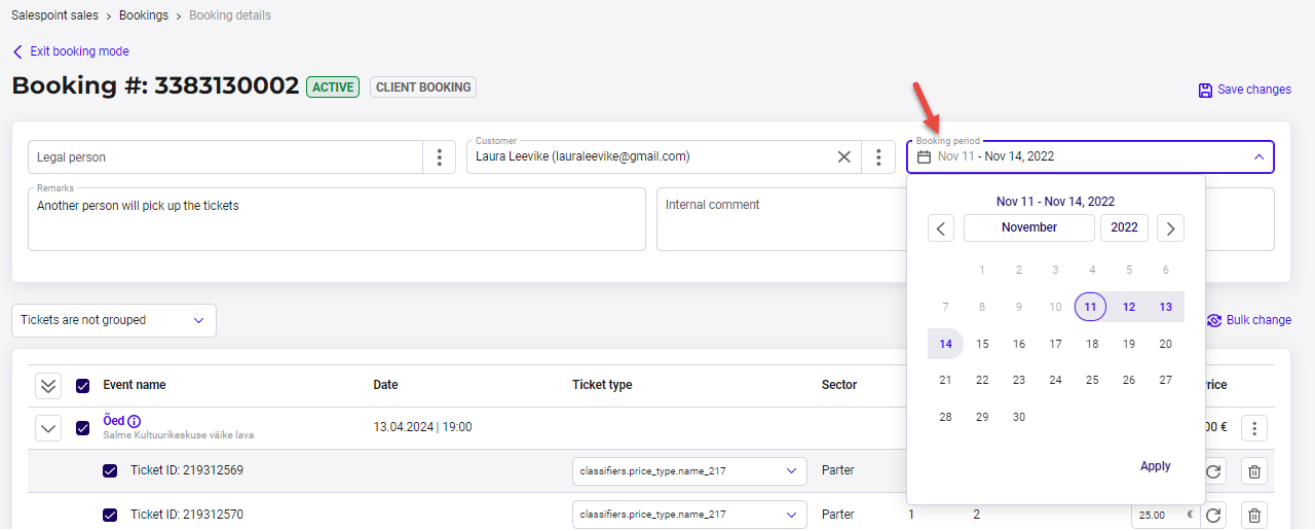
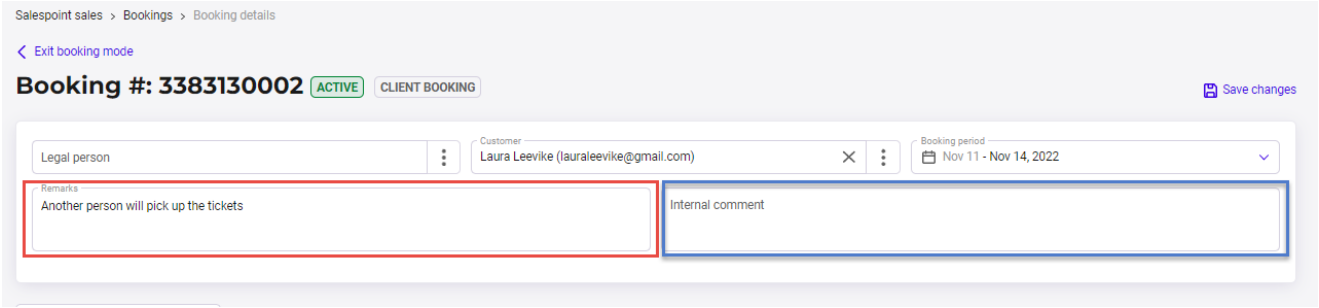
- If the customer of a booking is changed, the respective changes must be saved separately by using the ‘Save changes’ button.



- The deadline of a booking can be changed in the view of creating a booking or under the detailed view of the booking.



- Further information can be added in the comments section of the booking.
- In the field of internal comments, information can be added which can later be sorted in the daily sales report with the help of the specific characteristic.



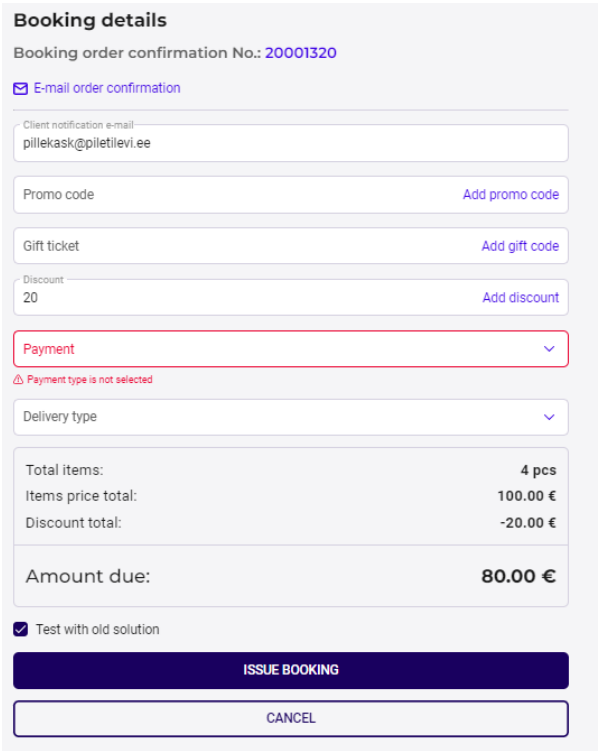
Exiting a booking

- The system will remember a previously selected search filter if the user moves from the detailed view of a booking back to the view of the list of bookings.
- Clicking the 'Back' button in the browser will take the user back to the previous view.

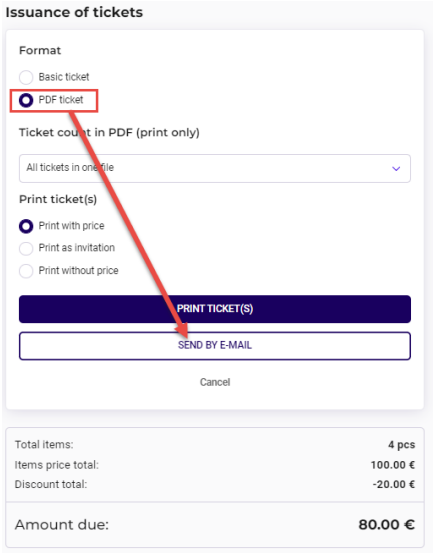
Issuing a booking

The payment and delivery methods can be found on the right with the total amount.

- If the payment method or delivery method is changed, the respective changes are saved automatically.
- If the user attempts to issue a booking without selecting a payment method, the system will issue a respective message:

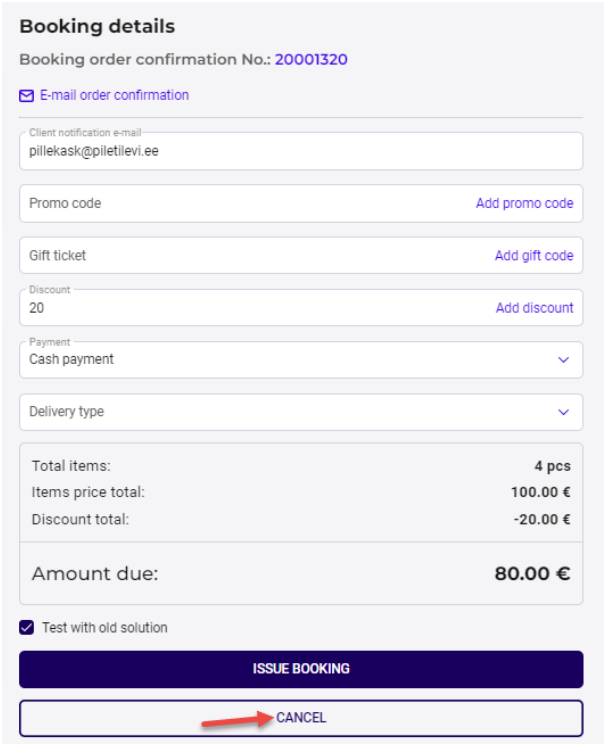


- After selecting the payment method, the ‘Issue booking’ button must be selected, which will redirect the user to selecting the ticket format and printing/sending the tickets.
    - ➢ It’s possible to send tickets directly by e-mail.



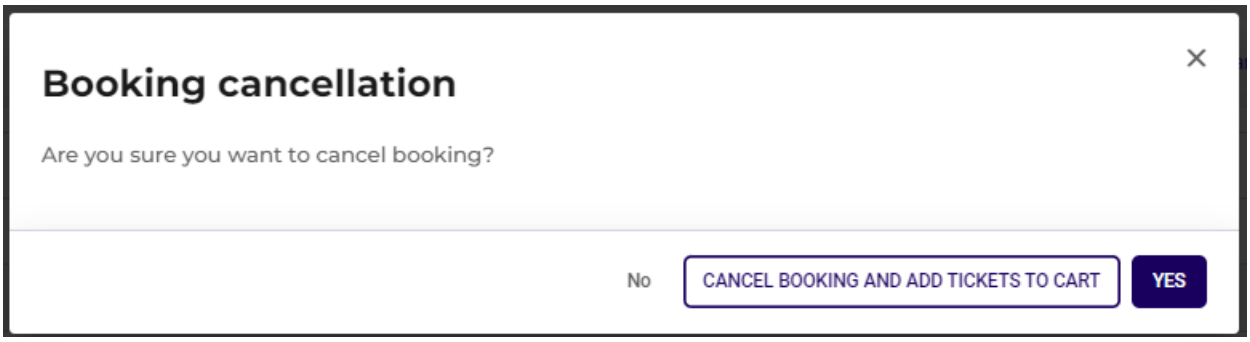
Cancelling a booking

Tickets can be released from a booking one by one or by cancelling the entire booking. The ‘Cancel’ button under ‘Issue the booking’ can be used to cancel a booking:

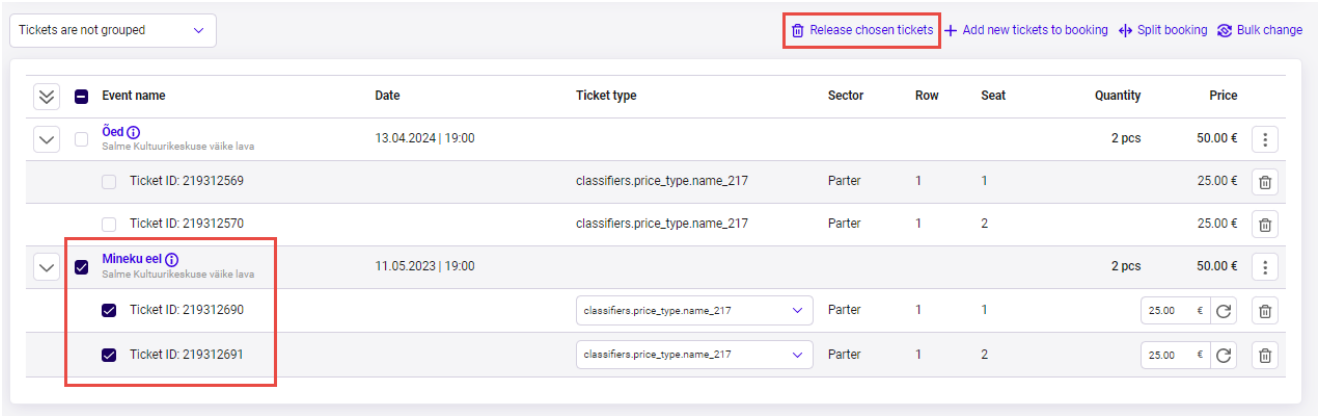


Having clicked ‘Cancel’, the cancellation of the booking must be confirmed.

- In the case of selecting ‘Cancel the booking and add the tickets to cart’, the tickets will not be put back on sale, but will be taken to the shopping cart, where they can be used for performing further transactions.
- If ‘Yes’ is clicked, the booking is cancelled and the tickets will be put back on sale.



- For cancelling single tickets, the tickets which can be cancelled should be left in the selection and the ‘Release chosen tickets’ button should be clicked.



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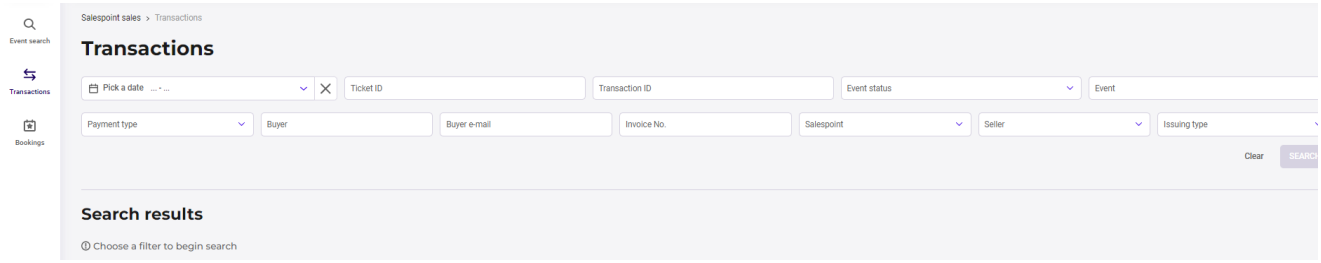
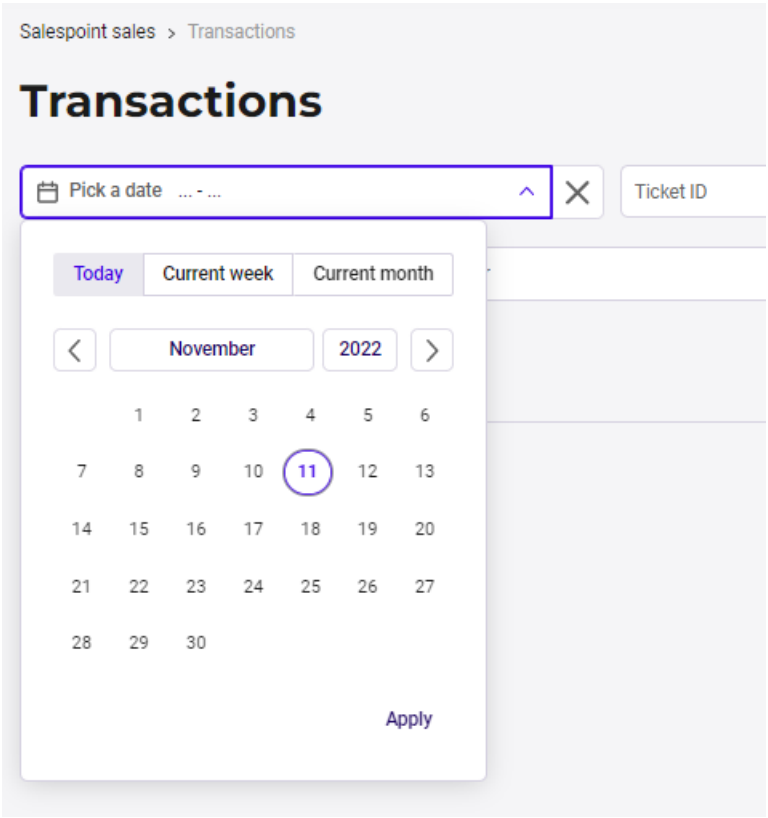
TRANSACTIONS

In the view of the list of transactions, users can search events by using different filters, incl. without using the date filter.

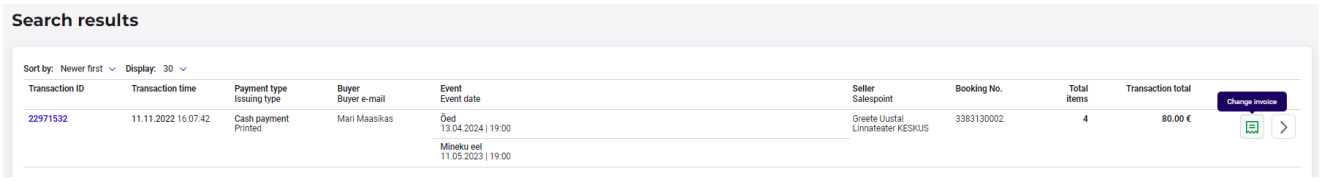
- The transaction search filters are located above the search results.
- Automatic search is not permitted, which means that the user must set at least one filter to launch a search of transactions.



- If a specific period is selected, only the transactions of the specific period are displayed.



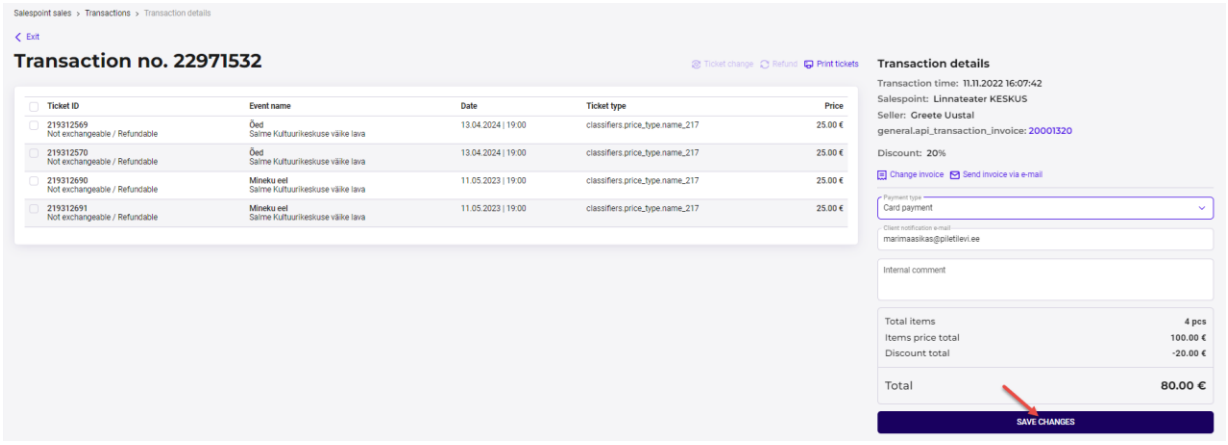
- The invoice of a transaction can be changed in the view of the list of transactions by clicking the ‘Change the invoice’ icon.



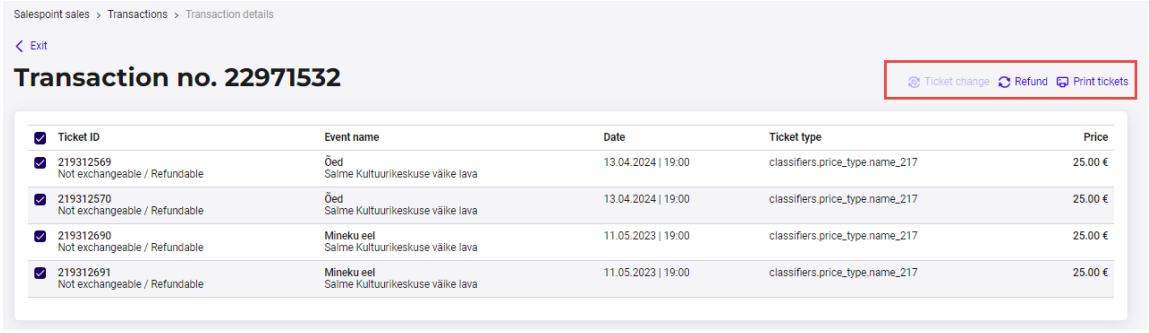
Detailed view of transactions

By opening a specific transaction in the list of transactions, the details of the specific transaction can be viewed and the user can change or add to the data, if they wish.

- In the detailed view of transactions, the details of a specific invoice or the method of payment of a transaction can be changed.
  - ➢ If the user changes the payment method in the detailed view of transactions, the payment method will also change in the view of the list of transactions.
- It is also possible to change or add an internal comment and the e-mail addresses of the customer notification or gift ticket.
- If changes have been made in the detailed view of transactions and the 'Save' button has not been clicked, the system will ask if you wish to leave without saving the changes.



- By clicking 'Print tickets', the tickets can be reprinted or saved in the form of a PDF file.
- In the detailed view of transactions, it is also possible to buy tickets back. This is discussed in further detail in the 'Ticket refund' chapter.



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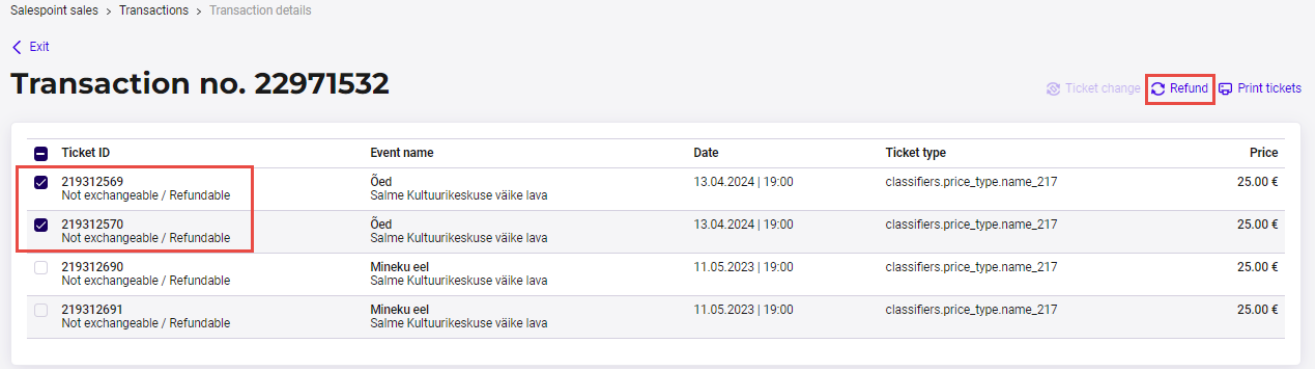
Ticket refund

Tickets can be bought back under the detailed view of the transaction or directly under the view of the specific event.

Ticket refund in the detailed view of the transaction

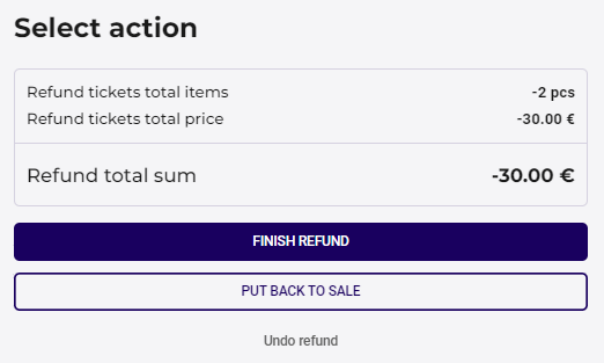
Tickets can be bought back under the detailed view of the specific transaction by selecting ‘Refund’.

- For buying back tickets, the specific tickets must be selected which will be bought back.



- By clicking the ‘Refund’ button, the user is redirected to the refund operation, where the tickets bought back are highlighted. ‘Process refund’ must be clicked to buy back the tickets.

- When the refund has been completed, the system will ask if the user would like to place the tickets back on sale.
  - ➢ In the same view, the refund operation can be aborted by clicking ‘Undo refund’.



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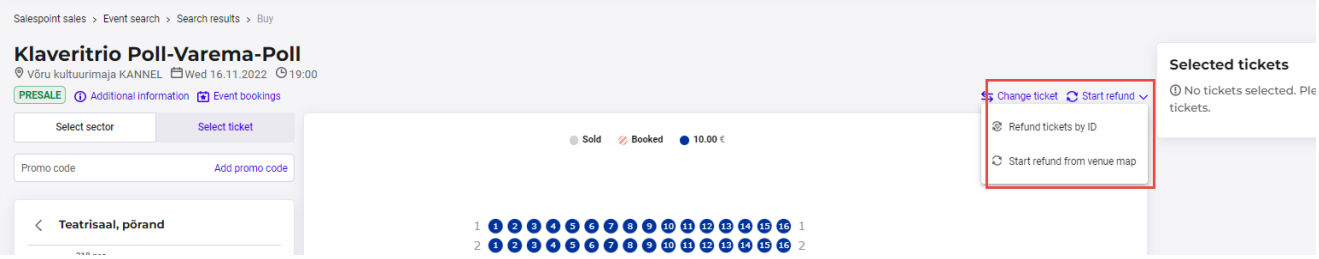
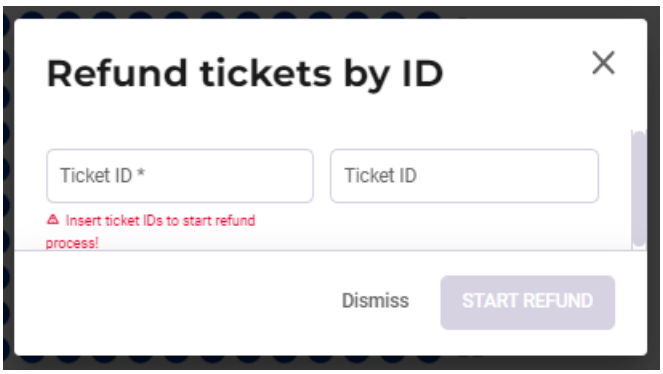
Ticket refund in the event view

- The refund operation can be initiated by clicking the ‘Start refund’ button.
  - ➢ If the user has the ‘Start refund from the venue map’ privileges, there are two options for ticket refund: ‘Refund tickets by ID or ‘Start refund from the venue map’.



Refund based on ticket ID

If the user does not have the privileges to buy tickets back based on the venue map, refund is possible based on the ticket ID.



- If the customer has 1 ticket, the ticket ID must be entered into the left ticket ID field.
- If the customer has 2 or more tickets, the ticket IDs should be observed and entered based on the sequence of numbers. The lower ticket ID should be entered into the left and the higher ID number into the right field.
- If the ID numbers are not sequential, the refund operations must be performed as separate transactions.

Ticket refund from the venue map

A user with the privilege ‘Start refund from the venue map’ can return tickets directly on the venue map by selecting ‘Start refund from the venue map’.

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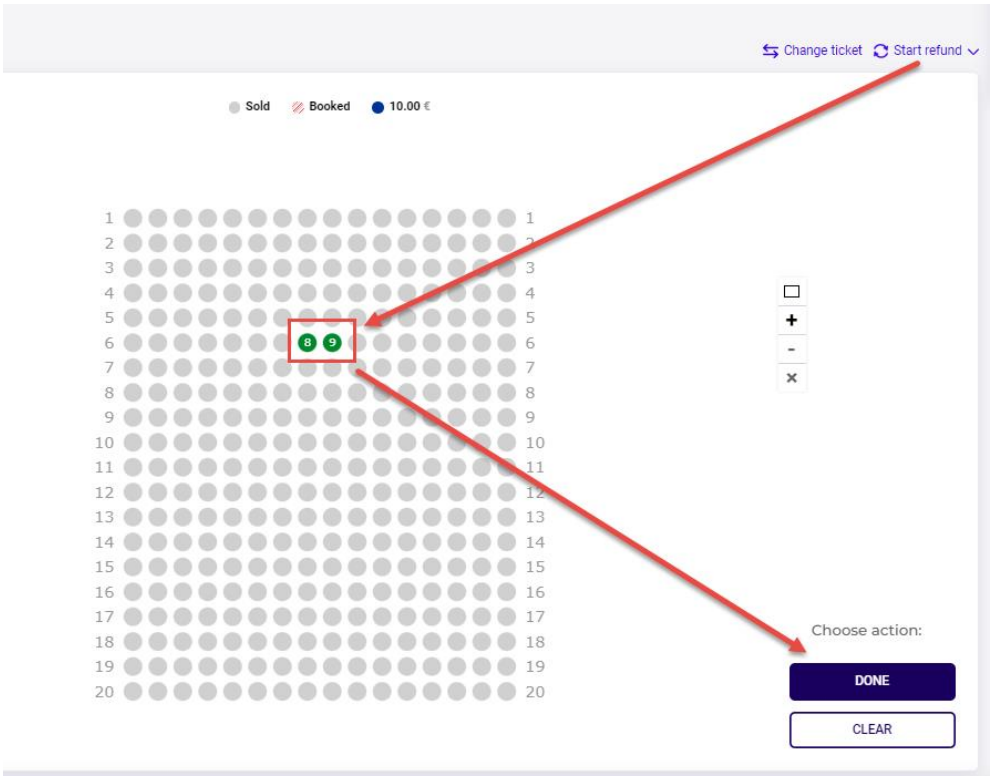
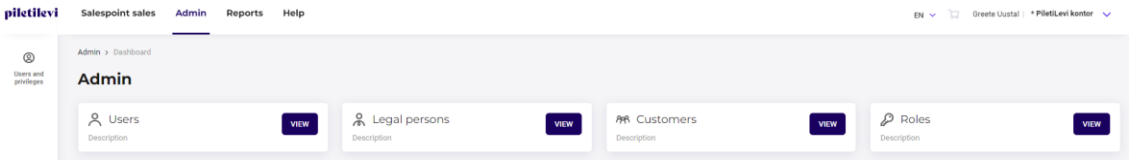


- Tickets can be selected one by one or in bulk for refund.
- When the tickets to be returned have been selected from the venue map, the user can click the ‘Done’ button and a regular refunding transaction is initiated.
- The ‘Clear’ button cancels the entire selection, but the user will remain in the same view.
- If the ‘Done’ button is clicked without selecting any seats, the user will be taken from the refund view back to the initial view of the event.

ADMIN

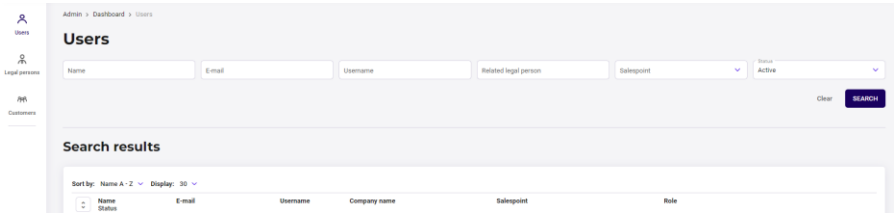
Under the ‘Admin’ module, the user can add or change customers or legal persons.

- Only those customers or legal persons which the user has entered can be changed.



Users

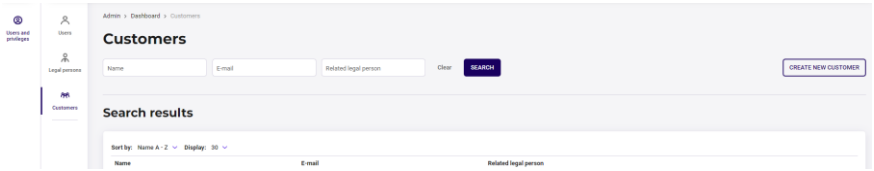
The ‘Users’ section includes creating new users and associating them with points of sale or legal persons. The details of the user can also be changed.



Customers

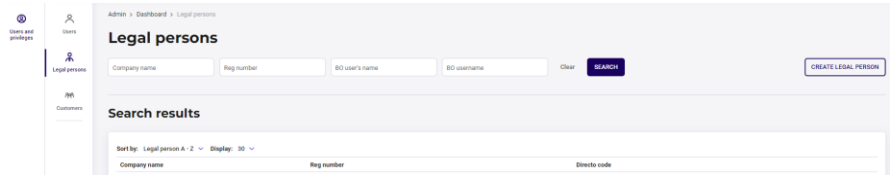
The ‘Customers’ section includes all customers who have been created under the salespoint of the specific user.

- It is possible to create and change customers.



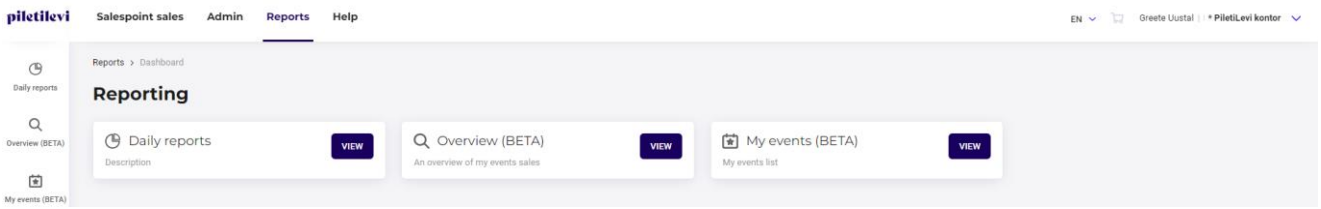
Legal persons

In the ‘Legal persons’ section, legal persons can be associated with points of sale. It is also possible to create new legal persons or change existing ones.



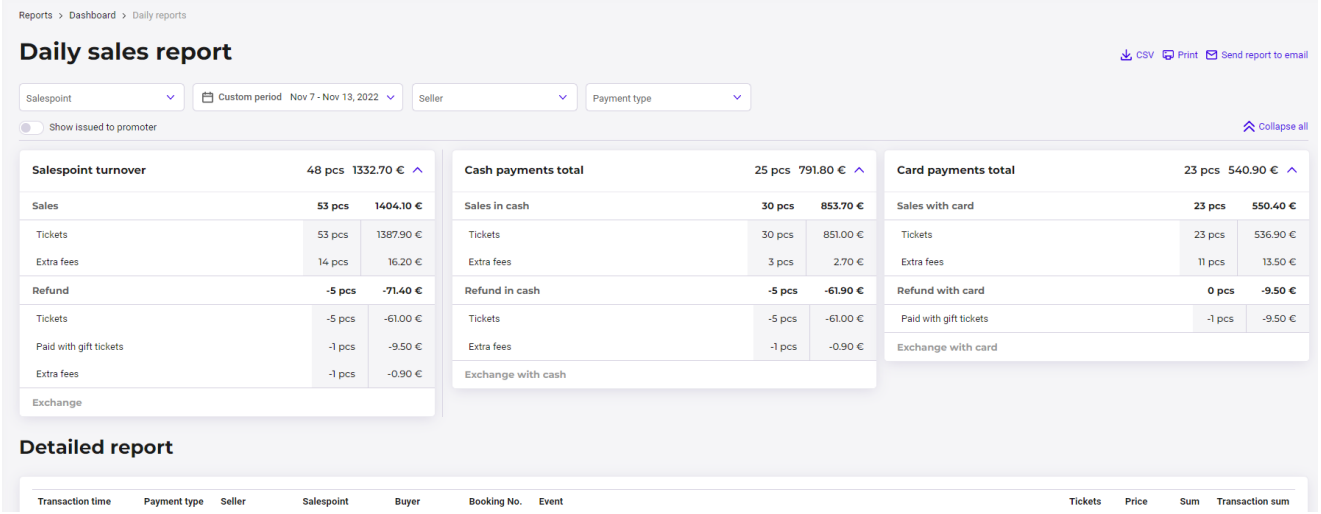
REPORTS

The ‘Reports’ section includes operational reports, which provide summarised or detailed data by specific periods and/or events.

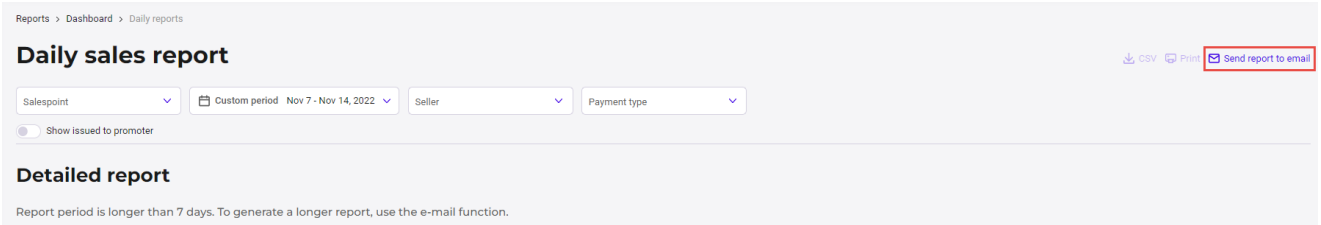


Daily sales report

The daily sales report provides a detailed overview of the sales in a specific period.



- In the daily sales report, it is possible to filter the data desired by seven-day periods. For a period longer than 7 days, the report can be e-mailed.



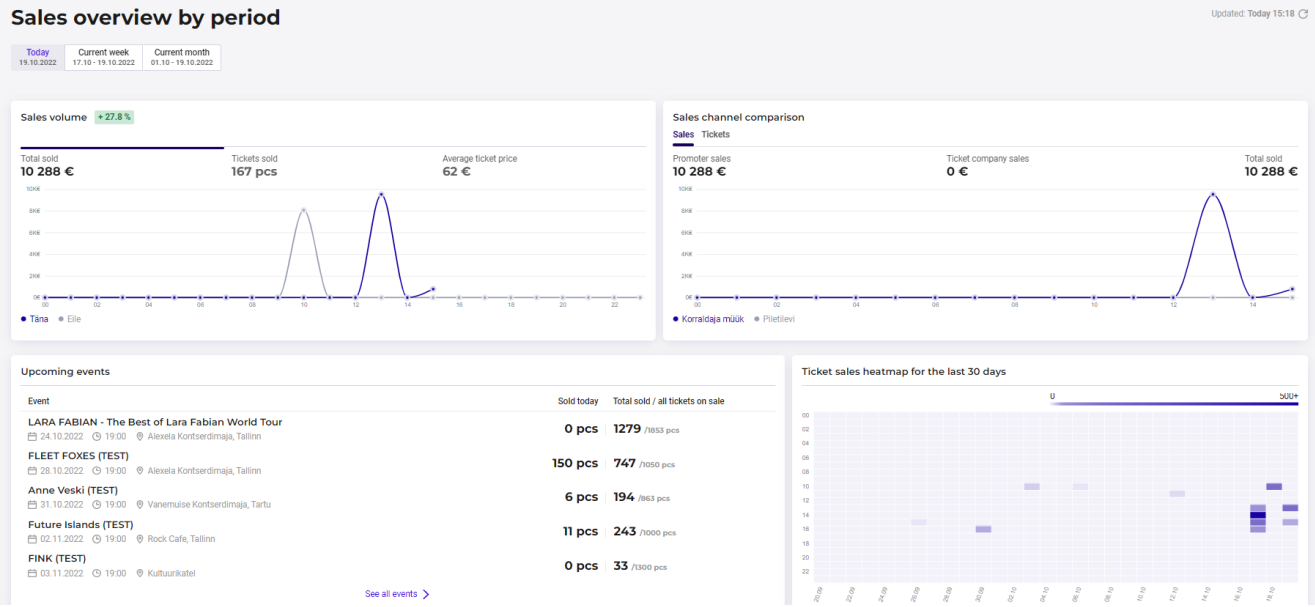
- The selection of periods includes the default choices of ‘Today’, ‘This week’, and ‘This month’. The reporting period can also be selected based on specific dates. If you would like to select a period which

is not immediately displayed on the screen, select the appropriate reporting period by clicking on the month or year in the calendar field.

- The summarised part of the reporting period is located in the header of the report to make important data visible without having to scroll to the end of the page.
    - ➢ The summarised part includes the turnover from cash, card payments, and transfers. Clicking on the blocks of different payment methods opens the detailed view. The blocks of payment methods can be opened or closed separately or together.

Sales comparison by period

This a summarised report of the sales of the events of the promoter, which includes the main current information.



Total sales and an **overview of sales channels** can be viewed based on three different periods: the current day, current week, and current month.

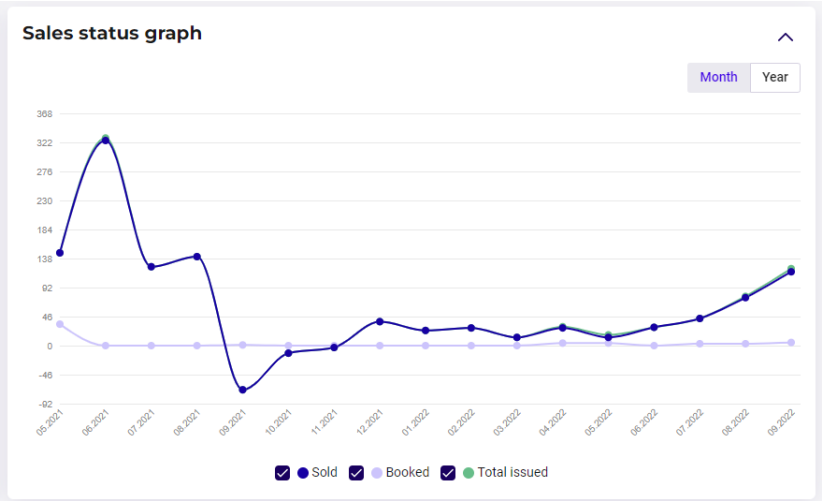
- If a specific period is selected in the ‘Total sales’ graph, this period can be compared to the same period in the past under the graph. For example, if ‘today’ is chosen, it is compared to the day before, or if the current week is selected, it is compared to the previous week.

In the **comparison of sales channels,** the sales of the organiser are separated from the sales of the ticket vendor.

- The sales can be compared by total amounts or the number of tickets.
- In the event of moving to a specific point on the graph line, the exact number of tickets is displayed.

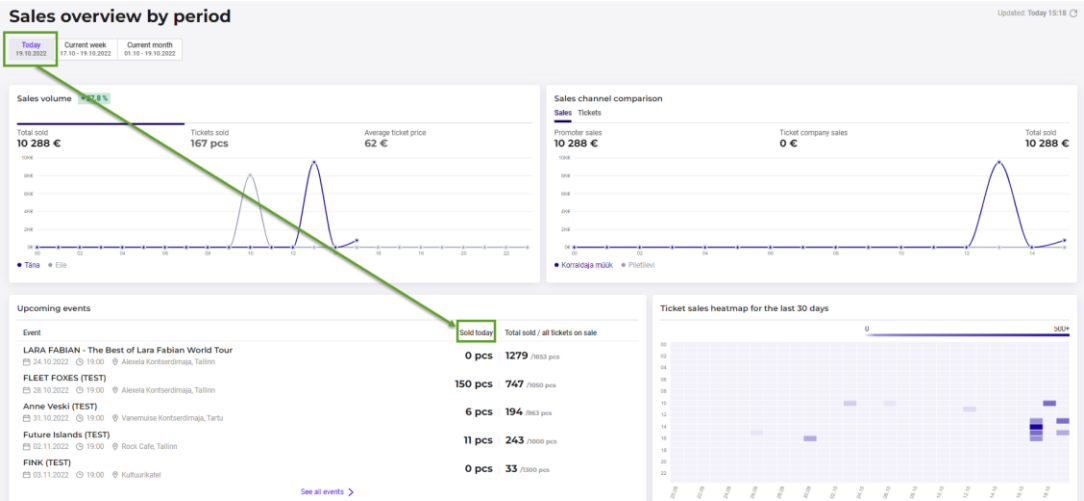
The **sales status graph** displays the sales trend of an event or show in the selected period.

- Each data point expresses the number of tickets sold, booked, or issued at the specific point in time.
- The period can be changed by using the buttons on the top right corner. The period changes depending on how long the event has been on sale.



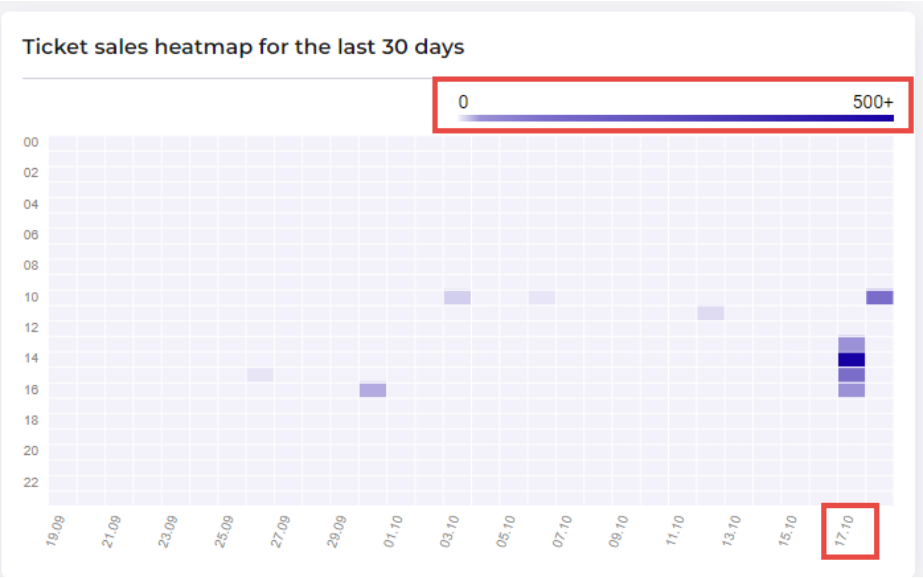
The list of **upcoming events** includes the events of the promoter, which provides a simple overview of the tickets issued as at the current day, as well as the total amount versus all tickets on sale.

- The list begins with the event with the closest beginning time.
- The list includes the status of ticket sales based on the previously selected period.



The **ticket sales heat map of the past 30 days** provides a good visual overview of the tickets issued during the sales period.

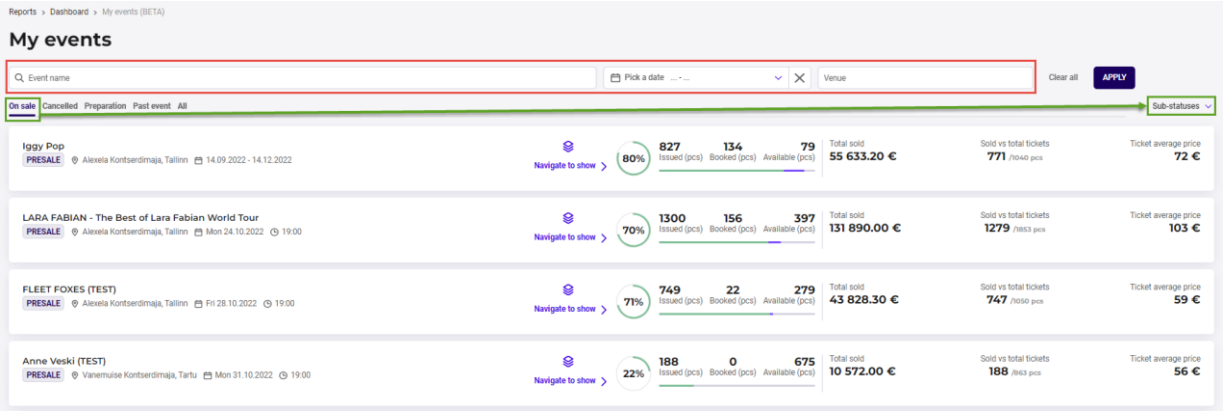
- In the upper right corner of the graph is the legend, which visually describes the changes in the sales pace.
    - For example, the graph below shows that the sales gathered a lot of pace on 17 October with over 500 tickets sold.



My events

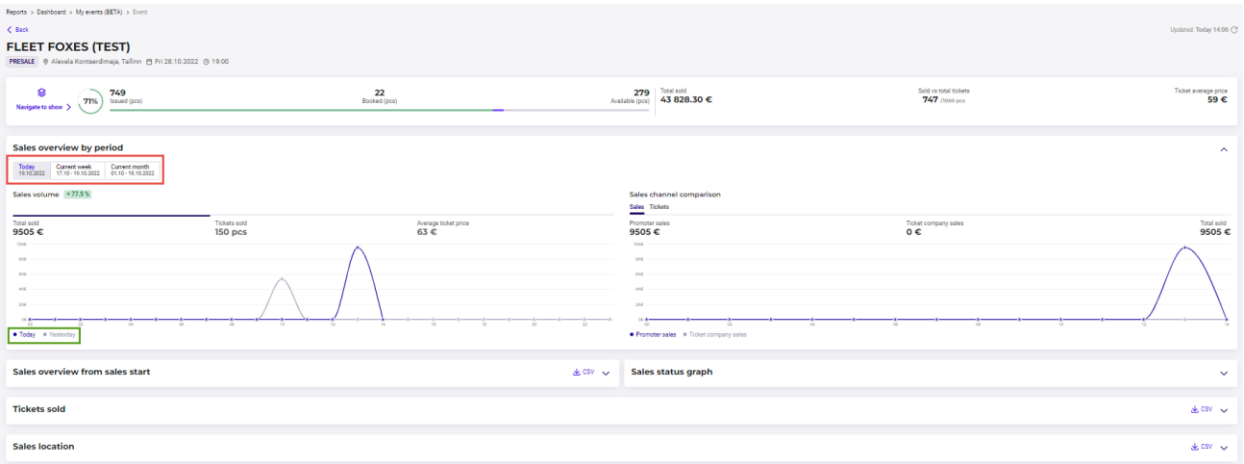
A report which provides an overview of the event of the promoter at the level of the show, as well as the event itself.

- Events can be searched by the name, date, or venue of the event.
- Events can be filtered based on the event status.
    - The 'On sale' status on the right side of the page also includes sub-statuses, which can be used to filter events.



By clicking on a specific event, the user is redirected to the event report view, which includes an overview of the sales of the specific event by three periods: the current day, current week, and current month.

- By selecting a specific period, this period can be compared to the same period in the past. For example, if 'today' is chosen, it is compared to the day before, or if the current week is selected, it is compared to the previous week.



Overview of the sales from the beginning of the sales is an overview of the sales of the event over the entire sales period.

- The sales of the promoter on their website (widget), as well as from their salespoint on site are displayed separately.

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Sales overview from sales start

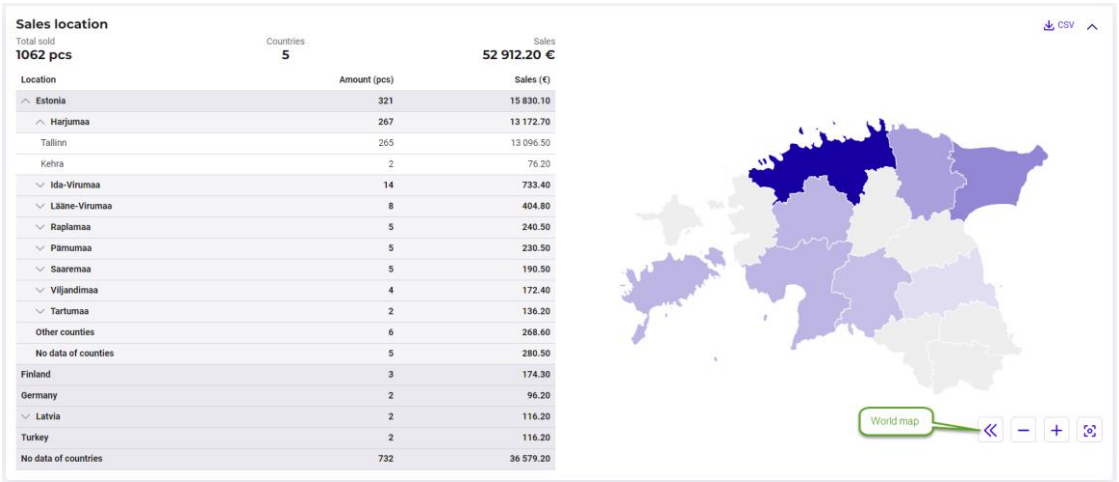
CSV

Total sold	Tickets sold	Refund	Average ticket price
43 828.30 €	747 pcs	0 pcs	59 €

	Tickets (pcs)	Refund (pcs)	Sales (€)	Average ticket price (€)
All tickets on sale	**1050**			
Total issued	**749**	**0**	**43 828.30**	**58.52**
Sold	747	0	43 828.30	58.67
Ticket company sales	402	0	23 357.80	58.10
Promoter	345	0	20 470.50	59.33
Promoter's website	0		0.00	0.00
Promoter's box-office	345		20 470.50	59.33
Complimentaries	2			
Booked	**22**			
Available	**279**			

Tickets sold is an overview of the tickets sold by price zones and types.

Sales area is an overview of the area where the tickets were purchased from.



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Detailed report of an event

This is a report in which the sales of events can be analysed by specific periods in further detail than before.

Please note! The report is being developed and will be made available to users in the beginning of 2023.