DIRECT SEATS

Background

Directs Seats, established in 2002 is a Dallas- based ticket brokerage. With over 80,000 events worldwide, Direct Seats maintains on-time delivery and a premium customer experience. Their competitive edge allows any user to quickly find an event of any kind and make a purchase up to an hour before with 100% authentication guaranteed.

Key Challenges

The system had a poor user experience due to slow response for users booking tickets, and the admin found it too time-consuming to manage the website.

✓ The existing ticket-booking system was very slow

✓ The map selection was not accurate

✓ Very difficult to select tickets based on geography

✓ No discount options available

✓ Not mobile-friendly

Our Solution

☐ One integrated solution for both Web and Mobile users

☐ Options to segregate Tickets based on Geographical area

☐ Advanced control panel to set discounts

☐ Each event has the option to set a Banner image

☐ Calendar option made available

Results

✓ Sales quickly increased within the first three months, averaging $15 million monthly.

✓ By six months customer acquisition cost decreased by 50%.

✓ Direct Seats has maintained a trustworthy relationship with its customers who remain loyal and engaged.

Technology Involved

- PHP
- AJAX
- JSON
- MYSQL
- JQuery
- Apache
- Linux
- Bootstrap