



## Case Study

### How Theatre Royal saved over £10,000 a year and enhanced their customers experience in the process

Theatre Royal Haymarket is one of London's oldest and most treasured playhouses, but that doesn't mean they don't offer their patrons a modern customer experience.

#### The Challenge

The 893 seat theatre processes millions of pounds through their box office and bar every year, the ability to accept card payments is vital to their business and attracts a not insignificant cost to the business.

In 2015, with the ever-increasing popularity of contactless payments in mind, Theatre Royals FD - John Lawrie, decided that the time had come to review their existing card processing costs and source new modern card terminals to meet with their customers changing expectations.



John was not enthusiastic about the task ahead - "Having been through the exercise on a few occasions we weren't looking forward to approaching it again" In addition to securing cost savings and finding new card terminals there was also an added complication in that any new solution must be compatible with the existing booking system that connected all their payment channels.

#### The Solution

John was introduced to independent payment consultancy – Acceptcards. The first thing Acceptcards did was conduct a thorough review of the existing solution, they took the time to understand the Theatres requirements and identified where improvements could be made.

Acceptcards independent status means they work closely with the majority of UK acquiring banks and many other carefully selected payment service providers. This was particularly important in this case as it meant they had no trouble finding providers that were compatible with the booking system currently in use.

After a thorough analysis, comparison and negotiation process, the solution Acceptcards sourced for Theatre Royal met all their needs and more; state of the art contactless terminals, compatibility with the existing booking system and a reduction in card processing costs of approx. £9,000.00 a year. Plus, they secured next day settlement to aid financial management and cash flow.

## Making the Switch

The switch over was managed closely from start to finish. Acceptcards liaised with all parties involved and updated John throughout, facilitating a smooth and seamless process. They arranged a site inspection to check the proposed new terminals offered optimum efficiency in the theatre's very busy bar and once the solution was ready to be installed they ensured there was a sufficient transition period before the old terminals were removed in order to avoid any disruption.

## Happily ever after

John is delighted with the new payment solution and even more so with the level of on-going support he has received from the team at Acceptcards.

Within the first 18 months of the solution being implemented there were a number of complex legislative changes within the payments industry. Luckily for the Theatre they didn't need to worry; Acceptcards were on hand to assist.

On two occasions since the new solution went live Acceptcards have pro-actively contacted John to explain how the new rules affect the Theatre and to ensure they continue to benefit from the most cost-effective terms available. In both instances, they have identified areas where the provider has not passed on reductions in the revised processing fees and have negotiated additional savings for the Theatre of £2,400.00 per year.

## A word from Theatre Royal

*"I'm glad to have an opportunity to testify to the way in which Acceptcards has benefited Theatre Royal Haymarket Limited – not only do we feel that we are dealing with an organisation with no axe to grind other than to find the most appropriate solution for our business, whether advising on hand-held terminals or selecting the best mix of rates for our bulk card - processing work.*

*Having been through the exercise on a few occasions we weren't looking forward to approaching it again, but they were a great help in the analysis of data and provided a welcome buffer between us and the clearer. Any questions or snags have been dealt with most efficiently and it was particularly gratifying to find acceptcards alerting us recently to further savings which changing legislation had made available.*

***I'd be happy to recommend any business to talk to Acceptcards – we have achieved substantial savings and the experience has been pleasant – not something I am often able to write! "***



John Lawrie - Financial Director - Theatre Royal Haymarket Limited