



Case Study B4iCU Limited Speed Dating

When B4iCU came to us and requested “help” with their online ticketing we were nothing short of surprised as it was not a business in our target sales arena.

However, it sparked an interest and we accepted the challenge to prove the diversity and flexibility of Instantticketseller.com as a truly universal product.



The main problem B4iCU were experiencing in online ticketing was the amount of affiliates and re-sellers simultaneously selling tickets to events with limited numbers of places.

A complete review of their systems was undertaken, it was immediately apparent that the booking process was inefficient and relied too heavily on human input and memory. Mistakes were regular and over / under booking had almost become a way of life.

The problem was solved in hours! A centralised ticket-selling system allowing B4iCU administration staff, affiliates, event organisers and ticket re-sellers to access real-time factual data and intelligence about all the forthcoming events.

The added benefits that Instantticketseller.com supplied, however, was to prove even more beneficial to the business. It organised the quite complex events with pinpoint accuracy and virtually no human input. Information on how many tickets were sold, which venue the event were being held, which host was to be present, etc.

Instant valuable information and printable reports before, and sometimes during, each event providing the host with vital information was available for the first time.

For a very modest monthly subscription Instantticketseller has returned amazing results for the company. Turnover has nearly doubled in just a year with operational costs staying the same – the result of efficiency savings in staff!

Most Events in Chester! Age 25-35: 15 to Be Confirmed Age 35-45: 12 to Be Confirmed Age 45-55: 15 to Be Confirmed

Speed Daters do it 25 times a night.

That's right you can come to a B4iCU Speed Dating event and enjoy dating up to 25 times in a single night.

Book Now: Online - Click Here Phone: 0870 874 1915 E-mail: bookings@b4icu.co.uk

!!! Book Now !!! "You'll have a great night out, meet new friends and maybe find your soul mate!"

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Speed Dating, for those who haven't heard, is the latest craze to hit the UK and it couldn't be simpler. In fact, why didn't someone think of this years ago?

Whether you're 18 (minimum age) or 80 (not a maximum age!), if you're looking for a date, a relationship or simply new friends, Speed Dating is a social and fun way to meet people just like you, in a relaxed, organised and completely pressure free environment.

It doesn't take long to feel a spark, the "wow factor" or even chemistry. You'll get to date up to 25 people in a single evening, imagine how long it would take you to meet that many new people in your everyday life.

Whether you come on your own (and lots do) or with friends or colleagues, you're guaranteed to make new friends and, you never know, you might even find your true soul mate!

Whatever else happens on your speed dating evening, you'll have a good time filled with fun and laughter. Overall what a great way to spend your evening.

Tickets cost £14 per person with Success Guaranteed, if you get no matches at your 1st event then come back again Free of Charge.

"I heard about the Instant Ticket Seller product through the web, when I spoke to them I wasn't really expecting them to solve my ticketing problems as fast as they did. Even more surprising is the cost of such an amazing product. Perhaps they should be called 'Instant Problem Solver' because they certainly solved mine! "

David Andrews, Managing Director, B4iCU

For more information call visit www.instantticketseller.com
Or phone us on +44 (0)870 – 949 – 4350