

# See Tickets

Chatbot improves efficiency on world-leading ticketing website.

See Tickets utilizes Bold360's automation capabilities to provide efficient, cost-effective customer support at scale.

## Challenge

See Tickets, an international ticketing service, sells and distributes millions of tickets for music, theatre, festivals, comedy and lifestyle events. At any given time, there are around 40,000 different events on sale via the website. The See Tickets customer service team had been responsible for answering an extensive range of queries on these events, and as a result its call centres were under enormous pressure. To handle customer enquiries at scale and improve their customer experience, the company sought the assistance of artificial intelligence (AI).

CEO Rob Wilmshurst identified difficulties in See Tickets' customer support processes, noting the team's growing concerns over increasing numbers of calls and mounting time pressures. Explaining the problem, Wilmshurst said, "it was labour intensive, costly, and with over 40,000 events on-sale, it was almost impossible for [our] staff to know every detail about every event from a customer service perspective."

## Solution

See Tickets had never used artificial intelligence before, but the nature of the challenge meant that automation was one of the clearest solutions. Wilmshurst's team was introduced to Bold360, with a live demonstration of the AI-powered customer engagement platform. Before long, the team began to understand how Bold360 might be used, and the cost savings that could be achieved once implemented.

## See TICKETS

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Industry

**Entertainment**

Headquarters

**Nottingham,  
United Kingdom**

Number of Employees

**460+**

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"We are committed to the best in client and customer service. With **Bold360**, our customers get accurate and consistent information that has been pre-qualified by our team."

**-Rob Wilmshurst,**  
*Chief Executive Officer,  
See Tickets*

“Within minutes, we set up a few frequently asked questions and challenged the artificial intelligence with a range of sometimes deliberately stupid questions to see how the FAQ search responded. It responded accurately and we were immediately impressed. The interface is very simple to understand and gave us confidence this was a tool the existing call centre and customer service staff could work with,” Wilmshurst stated.

As soon as the decision had been made to introduce Bold360, See Tickets began implementing the solution and was pleased with the ease of use. Wilmshurst commented, “the set-up process was simple and intuitive and was deployed immediately to the customer service team without much effort from the technical parts of the business.”

## Results

With its AI chatbot in place, See Tickets quickly noticed improvements in the efficiency of its customer service department. A dramatic reduction in calls soon resulted in significant cost savings. Since introducing Bold360, See Tickets has been able to respond to 95% of its enquiries with no human interaction at all. Additionally, the team immediately had far more time to focus on the customer queries that require human intervention, enabling them to provide the very best in customer service without the time pressures that had previously made their roles difficult.

Customers have also benefited from the addition of the AI chatbot. The accuracy of the information has improved, alongside the speed at which customers are able to access it. The company has been able to provide consistent advice, with every answer already pre-qualified by its own team.

AI hasn't just helped with fielding customer enquiries, either. AI works harmoniously alongside See Tickets staff, supporting the team and providing the data required to power growth. Bold360's real-time insights have enabled the team at See Tickets to access invaluable information on how answers have been received by customers, and how accurate and useful those automated answers are. In some cases, the dashboards have acted as an early warning system, helping See Tickets to manage issues with improved efficiency, establish resolutions quickly and update content for immediate impact. As a result, the chatbot's breadth and quality of knowledge gets better and better over time.