

CASE STUDY



How American Stage is elevating patron experience while saving staff time with best-in-class solutions



AMERICAN
STAGE

SPEKTRIX



CourseStorm



The Background

Like many theatres, American Stage is still feeling the effects of the pandemic. COVID shut down the professional theatre company's live performances as well as their summer camps and all classes that weren't moved online. They are now in the process of "rebuilding everything," explains José Aviléz, Director of Education.

Founded in 1977 as an educational theatre, American Stage produces about six shows a year and runs a drama school for adults as well as one for youth ages 5 to 17. Their classes cover different aspects of musical theatre, acting, and improv.

They currently offer about 40 classes per year, depending on how many they can fill. The education program's "bread and butter" is summer camps for kids and teens. These run from 1 to 3 weeks, and culminate in a musical production.

American Stage wants to expand their educational offerings, particularly their youth programs, to meet a growing need in their community. Previously populated mostly by retirees, St. Petersburg, Fla., saw an influx of young families during the pandemic.



Everywhere I've worked has used the ticketing service for education and it never quite fits. Everybody's always confused. CourseStorm is so much clearer and much more user friendly. Now, everyone is talking about how much easier it is to register for a class.

— José Aviléz, Director of Education, American Stage



The Challenge

American Stage is using Spektrix for ticketing. Like many arts organizations, they tried to use the same software for class registration, too. But while they were happy with Spektrix for ticket sales and customer data management, it wasn't meeting their needs for camp and class registration.

Classes were purchased as a ticket, which was confusing to registrants. The system couldn't accommodate multiple signups in a single order and it didn't support payment plans—a pain point especially for their pricier workshops. There were no class rosters, so the staff had to create them manually by copying and pasting names into spreadsheets.

American Stage needed a solution that would simplify class registration for their customers and staff. They also wanted to be able to integrate class registration data with the ticket purchases, membership, and donation data in Spektrix.



The Solution

American Stage is one of the first customers to experience the benefits of the integration between Spektrix and CourseStorm. Combining these two platforms leverages the power of Spektrix's customer data and marketing tools and CourseStorm's class registration software.

CourseStorm makes signing up for classes quicker and easier for people registering with a simple, mobile-friendly cart checkout experience. For administrative staff, it automates processes they may have been doing manually, like creating rosters and managing waitlists, payment plans, and student communication.

Integrating class registration data with existing customer records in Spektrix allows organizations to get a complete picture of a customer's engagement with their organization. Now, whether someone has a membership, purchased tickets to a show, or enrolled in classes, all their information is accessible in one place.

Using CourseStorm + Spektrix also enables arts organizations to segment their audiences in super-specific ways for reporting and marketing purposes. For instance, they can run a report on revenue generated by adult drama classes by month. They can send out an email campaign targeted just to people who signed up for last year's camps who have not yet registered for this year.



The Results

American Stage loves how much clearer and simpler CourseStorm has made the registration process—both for customers and staff. Classes are now listed by name, not sold as a ticket. People are able to enter all their information upfront at the time of registration, eliminating the need for staff to follow up with additional requests. And staff can now do things automatically or in one step that used to require multiple steps or workarounds. With CourseStorm, they can email the entire roster of students at once, send text reminders, and give student discounts via promo codes.

Since they've started using CourseStorm + Spektrix, American Stage gets fewer complaints and phone calls from confused people trying to register, and has saved countless hours on administrative tasks. "I think the fact that it's simplified our lives is great [but] secondary to the user experience," said Aviléz.

American Stage is well positioned to achieve their ambitious growth goals. ***"We're about to have a major growth spurt."***



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