TCS ADVANCE

SINCE 1996
PROFESSIONAL LEISURE INDUSTRY SOLUTIONS

PRODUCT LISTING

- Attraction Ticketing
- Performance Box Office
- Advance Group Booking
- Memberships
- Train Ticketing
- Ski & Skate Systems
- Sales & Loyalty
- Integrated EPOS
- Market Research *
- Sales Analysis
- Hotel's Reservations
- Sales Prospecting

THE PRODUCT

TCS Advance Market Research system for all visitor attractions and leisure companies.

Brilliant at capturing and analysing market research questionnaire data, this system provides everything you need to manage all your market research analysis requirements.

What this system brings is a very easy way to create and manage any number of your own very detailed market research questionnaires. Using these questionnaires it's possible to build up a more detailed profile of any of your visitors or prospective customers to help to market your business more effectively.

The market research system can be installed standalone or 'plugged in' wherever you have any existing TCS Advance software - enabling you to record market research data whilst making ticket or box office sales, or take group bookings etc.

OUR ADVANTAGES

Our systems are designed completely in-house by our own software authors.
Direct access to our system designers is always possible. Often led by customer 'extra feature requests' new functions and facilities we think other customers may find useful are included in our standard software range.

- British in-house software design
- Built around the latest Microsoft Systems
- Quick and easy to use professional systems

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KEY FEATURES

Full address or postcode area analysis also gives you a geographical analysis capability to go with your market research answers. This means it's possible to analyse where your customers are visiting from not only to find out where the bulk of your visitors are based, but to allow analysis of how effective your area marketing campaigns are.

An optional internet market research system allows you to record follow-up responses to all of your customers.

The system can also be programmed onto a **portable hand-held PDA** computer, enabling you to capture market research data whilst on the fly in and around the different areas of your site.

- Quick and easy to use interfaces
- Manage any number of questionnaires
- Flexible question and answer management
- Portable PDA compatible
- Quick address from postcodes
- Integrated through all systems
- Links to Microsoft Office
- A host of analysis reports
- Mailshot and mailmerge production

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TESTIMONIALS

"A great solution, we are immensely pleased the system provides just what we needed and required to speed up and provide the professional customer we were hoping for..."

Lora Smith

"Just what we were looking for, and so easy to use. A very professional system with many features we'd not even thought of. The training videos are brilliant.."

John Harris

"We're not sure how we ever managed without this system. We save so much time producing sales stats and management reports, and all at the click of a button..."

Jessica Priston

View All »

OUR PRINCIPLES

1. To provide the exact solution to fit your needs.
Where required we are able to tailor particular systems to match your needs exactly.

2. To always be there to help.
365 days a year, whenever you are open, you can rely on us to be available to provide assistance should you need it, including remote login and customer service portal with internet live chat as standard.

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