



Lexus Urban Polo

Dedicated to customer experience with White Label Ticketing

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“Eventfinda’s White Label allows us to better target and retarget our customers.”

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“It’s slick, it looks great, it fits in with our brand.”

Feature focus



White Label Ticketing



Ticketholder Communications



Ticket transfers and refunds

Summary

Urban Events Ltd run multiple events across New Zealand and Singapore with plans to expand across Australia and Asia. They began working with Eventfinda in the middle of 2021 to better target their market and improve the ticketing experience for their clients. They became an Eventfinda ticketing partner which included White Label Ticketing subdomains for their event detail and ticketing pages for Lexus Urban Polo. When Covid-19 meant many events were postponed, the Eventfinda team ensured refunding and ticket reallocation was a smooth process for both the client and their ticketholders.

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“We can always talk to someone if we need help whether it’s our Account Manager or the CEO.”

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“The refund process has actually helped us build trust with our customers.”

Why Eventfinda?



Technology capabilities and trust in delivery and security



Excellent customer service and close relationships with the Eventfinda team

Outcomes

1

Eventfinda White Label subdomains used to improve customer experience and provide streamlined ticketing.

2

Easy collaboration and implementation resulting in a seamless ticketing process alongside great customer service from Eventfinda.

3

Ticket refunds and reallocations were swiftly managed by Eventfinda using Ticketholder Communications.