

Driving Personalised Experiences: An Arts Organisation Achieves Increased Site Traffic from AvePoint's Cloud-Based Recommendation Engine

Customer Profile

A Singapore-based arts organisation that supports and promotes the arts through funding, development programs, and cultural initiatives.

Location

APAC

Industry

Arts

Critical Needs

- Unified data repository to aid in data driven analyses
- User-friendly site interface for visitors

Solution

- AvePoint's Cloud-based Recommendation Engine

The Challenge

The arts organisation wanted to create a Cultural Concierge, which aggregates all relevant events across the Singapore, to allow visitors to efficiently discover and purchase event tickets based on their interest, all in one online platform. However, the organisation did not have a unified data repository, preventing them to make data-driven decisions, differentiate user profiles, and provide personalisation based on users' interests. Working with a legacy IT infrastructure, it also did not have the means to implement changes rapidly.

Furthermore, its website had a poorly designed user interface affecting patrons' experience. To find the information they need, site visitors needed to toggle between multiple sites as the listing of services were spread across multiple landing pages.

The organisation wanted the Cultural Concierge to enhance patrons' web search experience, and to be able to recommend events based on interest to encourage the uptake of these activities.

Success Highlights

- Over 200,000 new visitors and 13,000 returning visitors
- Data analytics and data mining capabilities helped promote events tailored to users' interests

The AvePoint Solution

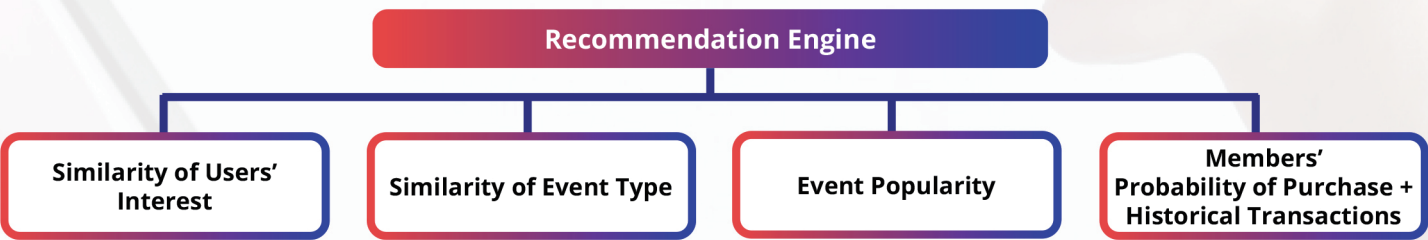
The implementation of AvePoint’s Cloud-Based Recommendation Engine provided these benefits:

Centralising Customer information

AvePoint’s Recommendation Engine brought together customer information distributed in different platforms into a centralised platform. Based on the comprehensive information, the organisation can analyse, classify customers, locate their preferences, designate marketing programs, and provide directions and information for marketing. Event organisers and partners can identify which are the top activities of interest for different audience demographics.

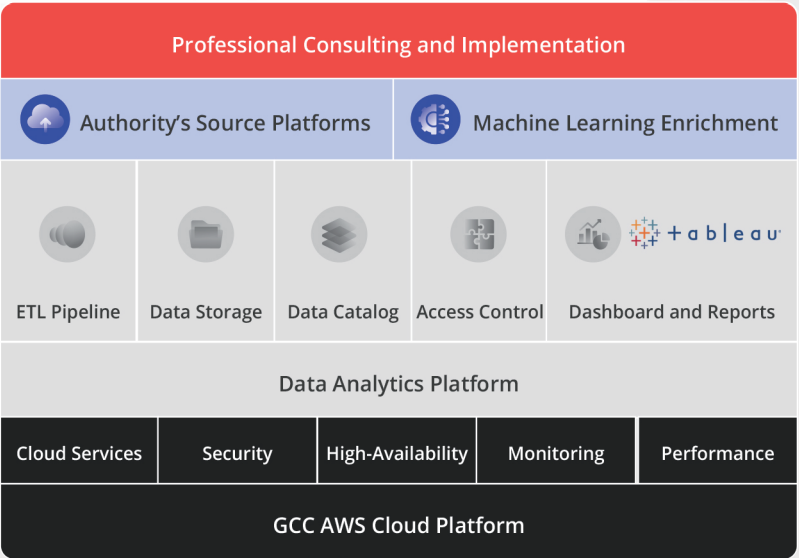
Intelligent Recommendations

The Recommendation Engine implemented for the Cultural Concierge allowed registered patrons to complete interest, which assists in providing related activities in their main page based on the users’ interest. The Recommendation Engine used similarity of interests across users and event types, event popularity, probability of purchase by members, and historical transactions, to help engage patrons.



Access to Professional Consulting and Implementation

The Recommendation Engine uses the Amazon Web Services cloud platform and utilises the centralised information to generate visual insights and reports through Power Bi and Tableau. The organisation gained access to professional experts, who assisted with ensuring that the implemented solution is highly available and runs at its optimum performance. At the same time, it saves cost and time, and better maintains the platform.



The Bottom Line

With AvePoint, the art organisation’s Cultural Concierge now provides a user-friendly site for visitors to discover cultural events, while its unified data repository provides valuable insights to help stakeholders boost demand for activities in the local arts scene. Since its launch, the Cultural Concierge acquired more than 200,000 new visitors, 13,000 returning visitors, and over 2,000 members.

The arts organisation also introduced a segment in the main page that automatically curates and pins the most relevant events for each member up front in their event dashboard. With a new 360-degree view of their patrons’ interests, he arts organisation is now capable of pushing newsletters that highlights events tailored to members’ interest. All these collectively helped drive up engagement by arts patrons across the country, which was aligned with the organisation’s strategic intentions when they started this platform.

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