



Cadogan Hall Case Study

How SMS ticket delivery transformed customer arrival at one of London's most popular concert venues.

Case Study developed with support from Katie Sampson, Head of Sales & Marketing, Cadogan Hall Sept 2025.

Photography courtesy of Cadogan Hall. Credit Helena Cooke, TODD Creative Services

Introduction

In the heart of the London area of Chelsea, Cadogan Hall is the first choice for many of the UK's top orchestras and choirs and is one of London's most busy concert venues.

Resident at Cadogan Hall, the Royal Philharmonic Orchestra is acknowledged as one of the UK's most prestigious orchestras, with an international reputation for first-class performances.

The Hall provides excellent acoustics for UK and international artists across all music genres including rock and pop, jazz, folk and world.

Musical theatre and a range of family events, as well as spoken word, talks, book launches and podcast recordings all happen across the year.



We wanted to remove any friction from the entry process. Ticket by SMS on the day felt great in a world where email inboxes are so often saturated.



Background

The Hall, with its near 1,000 seat auditorium, hosts around 360 performances each year. With many shows sold out **its very popularity created pressure points** with over 90% of customers relying on e-tickets,

The steps outside Cadogan Hall once told a familiar story. Hundreds of eager concertgoers queued patiently, scrolling through inboxes for their confirmation email sent months if not the year before.

Staff at the doors equally patiently helped them search for tickets to be scanned but the queue moved slowly.

For the team at Cadogan Hall, this was a problem worth solving.





The Challenge

How could the Hall make the arrival experience smoother, and at the same time reach 'shadow bookers', those who come along with a friend, but never joined the database?

1 Improve entry time for concertgoers

Reducing time for entry and increasing the efficiency of scanning tickets had become a pinch point for the venue.

2 Improve Customer Experience

With slow moving queues, many concert goers were unable to enjoy the bars or take in in the beauty of the Hall, enhancing their experience.

3 Capture Shadow Bookers

Tickets were not shared with everyone in the group attending and so the Hall was not capturing additional data for potentially long-term customer relationships.

The Solution

Cadogan Hall turned to VisitOne, drawn not only by the seamless integration with Spektrix but also by the sense of partnership offered by a small, responsive team.

1 Timed delivery

With VisitOne, six hours before the performance, a message arrives on the customer's phone with their tickets.

2 Customer Journey

Each customer can download their ticket into Google or Apple Wallet so that it's ready to open, easy to scan, impossible to lose.

3 Ticket Sharing

For those attending with friends, a quick transfer lets the others in a booking not only enter smoothly but also choose to hear directly from the Hall for the first time.

A new approach

Almost immediately, the change was visible. Queues moved faster. Staff stopped acting as impromptu tech support, and when the service was briefly paused during a review, regulars noticed – asking where the text ticket was. The new approach had quietly become part of the ritual of attending Cadogan Hall.

“ The ticket share option and customer opt in, is a good way of adding people to the database and is the start of long-term relationships with interested people. ”

Partnership in practice

Much of the success of VisitOne and Cadogan Hall lies in the way the venue and VisitOne work together. Cadogan Hall know exactly who to speak to, getting quick responses, and feeling heard when suggesting new ideas has “been refreshing”.

“VisitOne genuinely want to know what people’s challenges and ideas are and to respond to them” ✓



The Results

The impact is as much about feeling as figures. The absence of slow moving queues has become its own metric.

Customers arrive with more time to enjoying everything the venue has to offer.

The steady flow of new mailing list sign-ups through SMS ticket sharing provides a valuable stream of future regulars.

And perhaps most tellingly, the audience themselves made it clear: when the texts were paused, they wanted them back.

Cadogan Hall is now in the planning stage to launch pre-orders – invaluable in a listed building where space is at a premium. And the link to VisitOne’s other capabilities is clear, including digital membership cards.

For now, the Hall is simply enjoying the difference that one small change has made to the start of every amazing performance.



About VisitOne

Helping Arts Venues Thrive

Turning guest engagement into incremental revenue

Our mission is to enable arts and culture organisations to create valuable and personal connections with each of their ticket holders, providing integrated, innovative, and engaging experiences.

The ability of our software to engage with ticket holders in the way that is unique to each of our partner venues is possible through the unparalleled flexibility and extensive customisation options.

We are trusted by:



Get in touch

If you're looking to integrate your ticketing and EPOS systems to create customer journeys that enhance experiences, we would love to hear from you.



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