

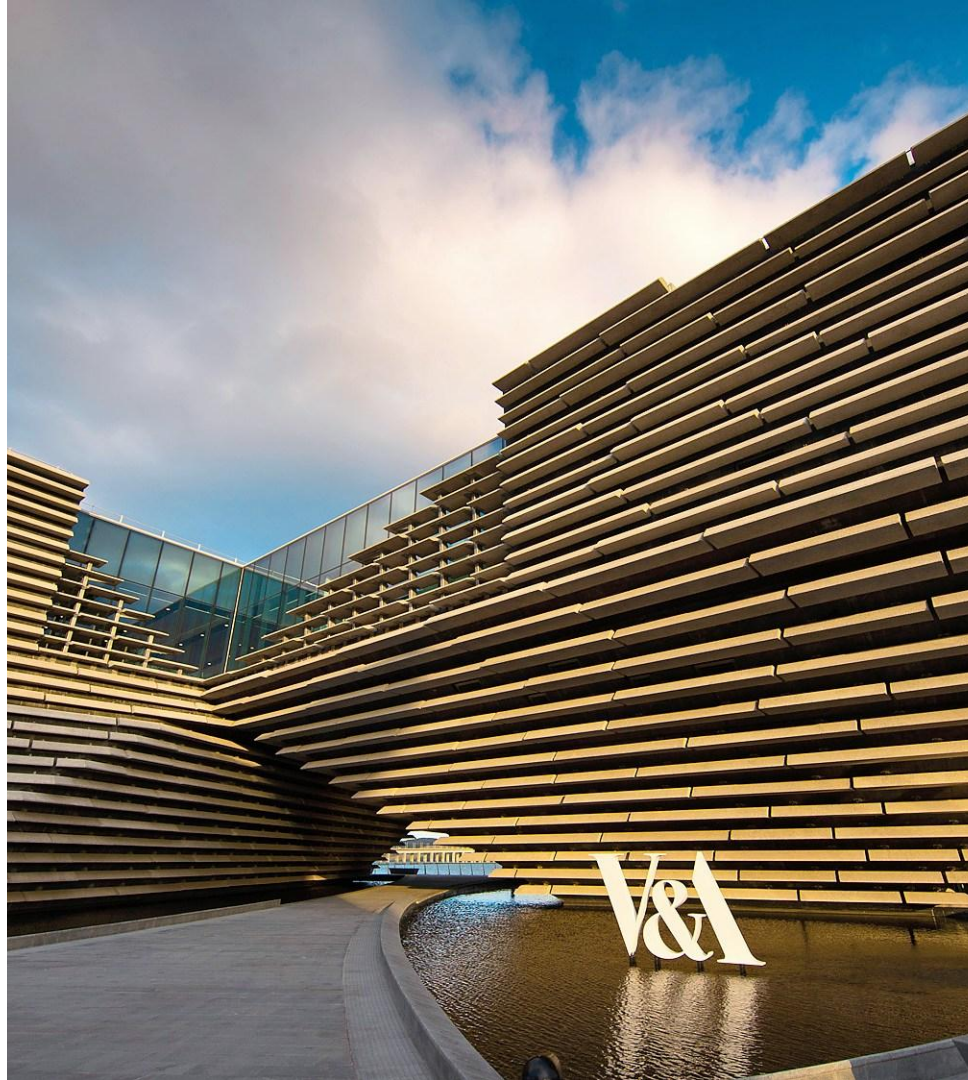


# Client Talk



**Stu Fallow**

CRM & Ticketing Systems Officer  
V&A Dundee



The background image shows a modern building with a facade of horizontal wooden slats, illuminated from within, reflecting in a body of water. To the right, a large, multi-masted sailing ship is docked. The sky is a deep blue, suggesting dusk or dawn.

# V&A Dundee

Stu Fallow

CRM & Ticketing Systems Officer

# V&A

**Spektrix Integrations:**  
Enriching your Customer Data

V&A Dundee

# SPEKTRIX

- Primary CRM System
- Ticketing events
- Managing emails with DotDigital
- Fundraising
- Customer segmentation

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zapier

Automation software, designed to transfer  
data from one platform to another.



*shopify*





Customer makes purchase  
via Shopify.

Zapier identifies if there is an email  
address, if so, the Zap continues.

Zapier extrapolates customer and  
purchase data, identifying SKUs.

Zapier creates a Spektrix basket,  
attaches customer, enters merchandise  
and confirms the sale

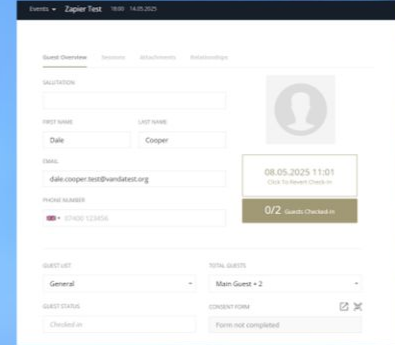
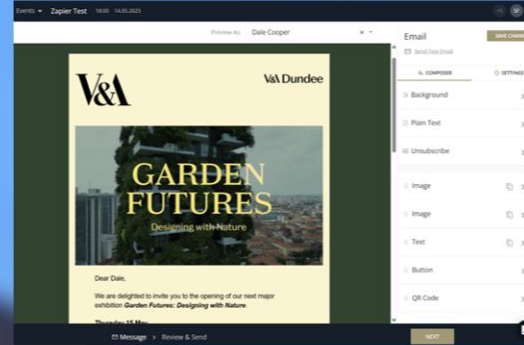
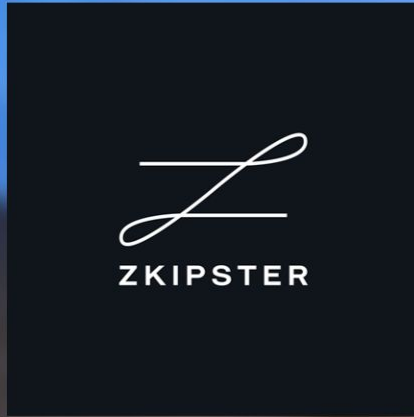
Zapier creates a Spektrix  
basket, attaches customer,  
enters merchandise and  
confirms the sale

Data now accessible in  
customer orders, usable in  
reports and customer list  
criteria

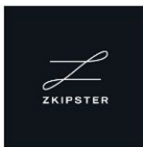
## The result of the Shopify Integration

- A more comprehensive insight into customer spending habits
- Improved targeted marketing
- Tracking customer average spend
- See how members engage with our shop

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Event management software.  
Allows you to create/edit  
guestlists, and check-in  
visitors all in one place.



**—zapier**

**SPEKTRIX** <<<

Guest list is generated in zKipster, via import from Spektrix customer list or elsewhere.

Visitor arrives on the night and checks-in to the event, with guests if applicable.

Zapier picks up check-in from zKipster.

Zapier extracts customer data and how many attendees have come along with that visitor.

Zapier finds event on Spektrix and creates basket. Adds customer and the relevant amount of tickets. Completes sale.

Customer order imported into Spektrix, now available to see in their orders, or viewable in the event sales.

Attendance to event now available to power customer lists, reportable as event sales.

## The result of the Zkipster Integration

- An accurate reflection of event attendees
- Easier tracking of repeat guests
- More segmentation possibilities

## So, what's next?

- Zapier has hundreds of possible integrations to play with, from Microsoft Office to Slack
- Spektrix Integration Team is always on hand
- Email [stuart.fallow@vandadundee.org](mailto:stuart.fallow@vandadundee.org) or [charlie.beaumont@vandadundee.org](mailto:charlie.beaumont@vandadundee.org) and we'll be happy to have a chat about our integrations



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