

Customer Ticket Dashboard

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Introduction

This guide is intended to cover the Customer Ticket Dashboard for the Cueto Event Management Software. The guide is current as of February 2016 and new versions will be published for each major revision.

Contact Info

Cueto & Cueto, Inc. is the company responsible for developing, maintaining and hosting the Cueto Event Management Software. We welcome – and appreciate - your questions and feedback about the software, website and manual.

The best way to get in touch with us is through e-mail at john@cuetoems.com. You can also use our contact form:

<http://www.cuetoems.com/Contact.aspx>

If you're associated with an event, please put the name of the event in the subject of the message so the correct person gets your message. Due to our travel schedule, it may take us several days to respond.

Terms of Use

This document in its entirety is Copyright 2016 Cueto & Cueto, Inc. It may be copied or distributed, in part or in whole, by any of our customers, or agents acting on their behalf, for purposes of education and training.

This document may not be used for purposes of reverse engineering or duplication of the Cueto Event Management Software.

The most recent version can always be found at:

<http://www.cuetoems.com/Help.aspx>

The Dashboard

The CEMS Customer Ticket Dashboard lets you send electronic tickets to your customers, guests and employees. Your contact at the event will send you a link that will take you to this page:

The dashboard is titled "Cueto & Cueto, Inc. - Ticket Dashboard" and has a "Usage" dropdown menu. It features a table of ticket quantities, a "Quick Stats" section with an "Orders" dropdown, and a pie chart showing ticket status. Below the pie chart are "Send Blasts" and "Settings" buttons. A callout box indicates a low ticket count for Weekly Grounds.

Tickets	Limit	Used	Remaining
Any Day Grounds	400	8	392

Packages	Limit	Used	Remaining
Weekly Grounds	100	0	100

Running low? Click here to request more tickets.

Quick Stats: Voted: 1 (33.33%), Pending: 2 (66.67%)

Buttons: Send Blasts, Settings

The first time you load the page, you may not see the pie chart on the right side. The dashboard home page is made up of several parts:

1. Ticket Quantities and Orders
2. Quick Stats
3. Tool Buttons
4. Request Link

Ticket Quantities and Orders

By default, the Ticket Quantities and Orders table shows you a list of each ticket type available to you with the quantities allocated, used and remaining. For your convenience, items are broken down into Tickets (a single-page electronic ticket) and Packages (comprised of multiple single-page electronic tickets, such as a weekly pass).

You can use the drop down menu to switch to the order view:

The dashboard is titled "Cueto & Cueto, Inc. - Ticket Dashboard" and has an "Orders" dropdown menu. It shows a table of orders with columns for "Order (Click: Print)" and "Date Viewed". Below the table is an "Export" dropdown menu set to "Pending" and a "Go" button.

Order (Click: Print)	Date Viewed
Cueto, Cassie	2/26/2016 10:19:09 AM
Cueto, Damien	-

Export: Pending Go

The order view lists each of your guests and the date, if applicable, that they clicked the link to get their tickets. For each order, you can click on the guest's name to view and print their tickets yourself and the red X symbol to cancel their order. Cancelling an order will invalidate that order, the link associated with the order and all tickets in the order and cannot be undone, but it will return the tickets to your available quantities.

Pending Cancellations

As you'll see later, your outgoing messages can include a link which allows customers to decline their electronic tickets. When a customer clicks this link, their tickets are immediately returned to your available quantities but the order itself remains in the system for you to review and, if desired, cancel using the red X symbol. These orders are highlighted with a red background.

Exporting Orders

The export drop down menu allows you to export the name and e-mail address of your orders, based on the status. For instance, if you wanted to send a message to everyone who hasn't viewed their tickets yet, you would select Pending and click the Go button to generate the report. This report was designed to be directly imported into contact management systems such as Constant Contact, but allows you to cut and paste the results into an e-mail manually.

Quick Stats

The Quick Stats pie chart gives you a graphical representation of the information in the Ticket Quantities and Orders table. You can use the drop down menu to toggle between Orders (orders viewed, pending and cancelled) or Usage (overall usage of your allotted tickets).

Tool Buttons

These buttons give you quick access to the configuration and blast pages where you can change settings and send ticket e-mails, respectively. See the next two sections for more information.

Request Link

Your contact at the event may give you the ability to request more tickets when you run out.

This form allows you to request more of any of the tickets you were originally allocated. You can come back and update the requested quantities at any time. [Click here](#) to go back to the dashboard without saving.







Save Requests

Tickets	Limit	Used	Remaining	Requested
Any Day Grounds	400	5	395	<input type="text" value="0"/>
Packages	Limit	Used	Remaining	Requested
Weekly Grounds	100	0	100	<input type="text" value="0"/>

Enter a quantity for the additional ticket types, then click **Save Requests**. The system will e-mail you once the requests have been processed and, if accepted, the extra tickets will show up in your counts.

Settings

The settings page allows you to update the e-mail address associated with your account and the default message subject and body for your blasts.

E-Mail Address	Message Defaults
<p>When you send a blast, you choose whether it comes from this address or our web server. If you're having trouble with spam filters, our server may work better.</p>	<p>You can format your message using the text editor and variables listed below. You can use %LINK% instead of {Custom Text} for e-mail clients like AOL which sometimes remove links if you experience problems.</p>
<input type="text" value="john@cueotems.com"/>	<input type="text" value="Your Cueto Championship Tickets"/> Subject
	<p>B <i>I</i> <u>U</u>      </p> <p>Add a paragraphs by hitting Enter. Insert line breaks with Shift + Enter.</p> <div data-bbox="625 577 1421 903"><p>Your tickets are ready to print! Click here to download your tickets.</p><p>A PDF reader is required to view and print this file. It is recommended that you save the file to your computer in case you need to reprint your tickets at any time.</p></div>
	<p>Body (Variables: %DATE%, %FIRSTNAME%, %LINK% or {Custom Text}, %CANCEL% or {Custom Text})</p> <p><input type="button" value="Save Settings"/> or go back without saving your changes.</p>

To change these values, simply update the values in the text boxes and click the “Save Settings” button. If you want to cancel your changes or just leave the page, click the link that says “go back without saving your changes” to return to the dashboard home page.

The **e-mail address** is the one from which your ticket e-mails will appear to come. As you’ll see later, you can choose to send each blast from this address or a generic catch-all address associated with our web server. If you’re having trouble with spam filters, you should try sending your blasts from our address.

The **default subject and body** will be filled in for you each time you send a new blast, but you’ll have the opportunity to customize both of them before sending the message. These fields are entirely optional and exist only for your convenience. The message body may contain a number of variables which are explained in the Message Links Variables section at the end of this document. You can format your message using the formatting buttons, just like using a word processor.

Sending Ticket Blasts

The ticket blast page will guide you through the three-step process of sending one or more ticket blasts.

The screenshot displays the 'Items to Send (To Each Recipient)' table, the 'Send Message' configuration, and the 'Add Recipients' form.

Items to Send (To Each Recipient)	Available	To Send
Tickets		
Any Day Grounds	395	0
Packages		
Weekly Grounds	100	0

Send Message

Subject: Your Cueto Championship Tickets From: john@cuetoems.com

Body: Your tickets are ready to print! [Click here] to download your tickets. A PDF reader is required to view and print this file. It is recommended that you save the file to your computer in case you need to reprint your tickets at any time.

Body (Variables: %DATE%, %FIRSTNAME%, %LINK% or {Custom Text}, %CANCEL% or [Custom Text])

1 (circled) points to the 'To Send' column in the table.

2 (circled) points to the body text area.

3 (circled) points to the first recipient's name field in the 'Add Recipients' section.

The 'Add Recipients' section is titled 'Guided (Basic)' and includes five numbered recipient forms, each with fields for First Name, Last Name, and E-Mail Address. 'Send' and 'Cancel' buttons are at the bottom right.

Step 1: Pick Items to Send

Use the text boxes under the “To Send” column to input the quantities of tickets to be distributed to each recipient. The system will not allow you to send a message without any tickets, nor will it allow you to send a message with more than the available quantity of each type of ticket.

Step 2: Customize Message

Every time you send a new message, the subject and body fields will be pre-populated with your defaults. Any changes you make for an individual blast will not overwrite the default values. See the Message Links and Variables section at the end of this document for a list of variables.

You’re also given the opportunity to select the sending e-mail address. If you have an e-mail address in the system it will be selected by default, but you can use the drop down menu to select “noreply@cuetoems.com” to have the message come from our e-mail server if you’re having trouble with spam filters.

Step 3: Add Recipients

Depending on your level of comfort, there are two ways to add recipients to your ticket blast.

Guided

New users may prefer the default **Guided** option for adding requests. In this mode, you use the labeled fields to add up to five recipients at a time.

1.
First Name Last Name

E-Mail Address

All three fields are mandatory and any line missing a field will be ignored when the rest of the order is processed.

Free-Form

Advanced users may prefer the faster **Free-Form** option, which allows you to use a text box to add an unlimited number of recipients at a time.

```
John,Cueto,john@cuetoems.com  
Cassie,Cueto,cassie@cuetoems.com
```

As you can see in the graphic above, each recipient must go on its own line with the fields separated by commas. Each must be listed First Name,Last Name,E-Mail Address. There are no spaces around the commas and all three fields are mandatory. Any line missing a field will be ignored when the rest of the order is processed.

Once your recipients are ready, click the “Send” button. The system will perform a number of safety checks, including quantity limits and verifying your list of recipients, before processing and sending this blast. When it’s finished you’ll be shown this message and allowed to proceed:

2 ticket blasts successfully sent.
[Click here to send more](#) or [go home](#).

Message Links and Variables

The system provides a number of variables, which will automatically fill in information about the order.

Bracket Links

In the screenshots above, you may have seen the text “{Click here} to download your tickets.” This is an example of a bracket link, which will replace the text inside the brackets with a clickable link once the message is sent.

Text inside {curly brackets} is equivalent to the %LINK% variable below, and creates a link that allows the recipient to download their tickets. Text inside [square brackets] is equivalent to the %CANCEL% variable below, and creates a link that cancels an order.

Regular Variables

Using a variable is as simple as inserting it in your message. For instance, the %DATE% variable will insert the date and time that the order was placed. If your message contains the text:

Your ticket order was placed on %DATE%. We are very excited...

The customer will get:

Your ticket order was placed on 10/13/2016 at 3:45 PM EST. We are very excited...

Variable	Function
%CANCEL%	Generates a link which will allow your guest to cancel their tickets. The text of the link will also be the cancel URL.
%DATE%	Inserts the date and time which the order was placed.
%FIRSTNAME%	Inserts the guest's first name.
%LINK%	Generates a link for your guest to download their tickets. The text of the link will also be the download URL.
	The message must contain this variable or text inside {curly brackets} to continue.