

Webtickets now available through Pick n Pay

Through a partnership with Webtickets, Pick n Pay now offers its customers the ability to order tickets online or by mobile and pay for them in store at any Pick n Pay nationwide, opening up ticketing to millions of South Africans.



L-R Christy Turner, Co-Founder of Webtickets, Sabine Lehmann, CEO of the Table Mountain Aerial Cableway, Richard van Rensburg, Deputy CEO of Pick n Pay, and Jonathan Wayne, Co-Founder of Webtickets.

This added flexibility means customers will be able to pay for and collect tickets to events and shows 24-hours a day through Pick n Pay Express stores - and they do not need to have a credit card or even a bank account to do so.

In addition, Smart Shopper cardholders can load the tickets to their card and use the card to gain entrance. Going forward, customers will also be able to redeem smart shopper points for tickets.

According to Christy Turner, Co-Founder of Webtickets, the company has been exploring an effective retail distribution network for some time to augment its audience reach and at the same time offer its customers increased convenience, innovation and an improved service offering.

Richard van Rensburg, Deputy CEO of Pick n Pay, says the partnership with Webtickets is another way that the group can offer customers more convenience and choice by adding to the list of additional services available at its stores. "Earlier this year, we made in-store banking possible to millions of unbanked South Africans and we made it possible to pay for flights in-store. Now, with this latest partnership, we are offering convenient and unrestricted access for customers to a world of events and entertainment."

He says in the near future, customers will also be able to book and pay for tickets at the new Pick n Pay Money Counters in select stores. The first Money Counter went live at the Brackenfell Pick n Pay store on 23 October and two additional Money Counters have launched at stores in Cavendish Square and the V&A Waterfront, which offer the same functionality.

Increased advertising for events

For venue operators and event organisers, the extended reach to consumers countrywide as well as the increased marketing exposure for their events and attractions will add value. Advertising of events will be extended to Pick n Pay's above the line advertising and marketing campaigns and increased web traffic from the PnP site to Webtickets and vice versa, enabling both brands to leverage their service offering. The group's Smart Shopper programme offers a unique opportunity for event organisers to market their ticket sales. Smart shoppers will benefit from early access to tickets for many popular events.

Webtickets' book online, pay in-store went live on 3 November and are now available at close to 792 PnP stores countrywide "This is an exciting innovation in ticket sales in South Africa and we look forward to the response from our customers," concludes Van Rensburg.

For more, visit: <https://www.bizcommunity.com>