

A reduced workload, happy customers and additional revenue: How Ticketsolve Protect worked for Leicester Square Theatre

THE CHALLENGE

When embedding Refund Protect, Ticketsolve's objective was to enhance their ticketing platform by offering venues a robust, integrated ticket protection feature. They needed a reliable solution they could confidently white-label and roll out; one that would add immediate value and create a new revenue stream, all without requiring heavy development lifting or disrupting the platform's core booking flow.

For Leicester Square Theatre, one of their associated venues, the challenge was entirely operational and customer-focused. The venue wanted to offer their patrons peace of mind and flexibility when booking tickets to prevent cart abandonment. However, they needed to achieve this without complicating their existing refund terms, taking on financial risk, or adding heavy administrative burdens onto their box office and finance teams to manually process complex refund applications.

THE RESULTS

-50% refund rate per sale

£11,500 of ticket income retained

£8,000 earned from Ticketsolve Protect sales

ABOUT TICKETSOLVE

Ticketsolve is a live experience platform built around a simple promise: arts and cultural organisations deserve tools that support their purpose, giving teams the clarity, control, and confidence to run their venues on their own terms.

The platform acts as a unified operating system for ticketing, marketing, fundraising, CRM, and payments. Working exclusively with the arts, culture, and heritage sectors across the UK and Ireland, Ticketsolve provides the core software infrastructure for over 360 venues.

Among these is Leicester Square Theatre, a magnificently restored 400-seat live entertainment venue in the heart of London's West End. Ticketsolve serves as the theatre's foundational box office and ticketing partner, enabling it to manage high-volume sales, streamline daily operations, and offer patrons a frictionless, confident booking experience.

Website	www.ticketsolve.com
Key stakeholders	Nick Stevenson
Founded	2007
Industry	Ticketing platform
HQ	 Dublin, Ireland
Company size	11 - 50

"I would recommend it to people. When I was at the Ticketsolve workshop I did say to a few people, try and get it set up as soon as you can, because it just is a money maker."

GILLIAN TODDFREY
Sales Manager at Leicester Square Theatre

RECOMMENDED

 **Make my Booking Refundable**

✓ Accident & illness

✓ Lost or stolen documents

✓ Transport disruptions

✓ Family or home emergency

✓ Severe weather

✓ **And many more...**

No stress, no hassle - just peace of mind. If you can't make it and have supporting evidence, we'll refund you in full. Check the details in our [Terms & Conditions](#).

 **Average refund payment in less than four hours for complete applications**

☒ **Refundable Booking**

£3.90 per person

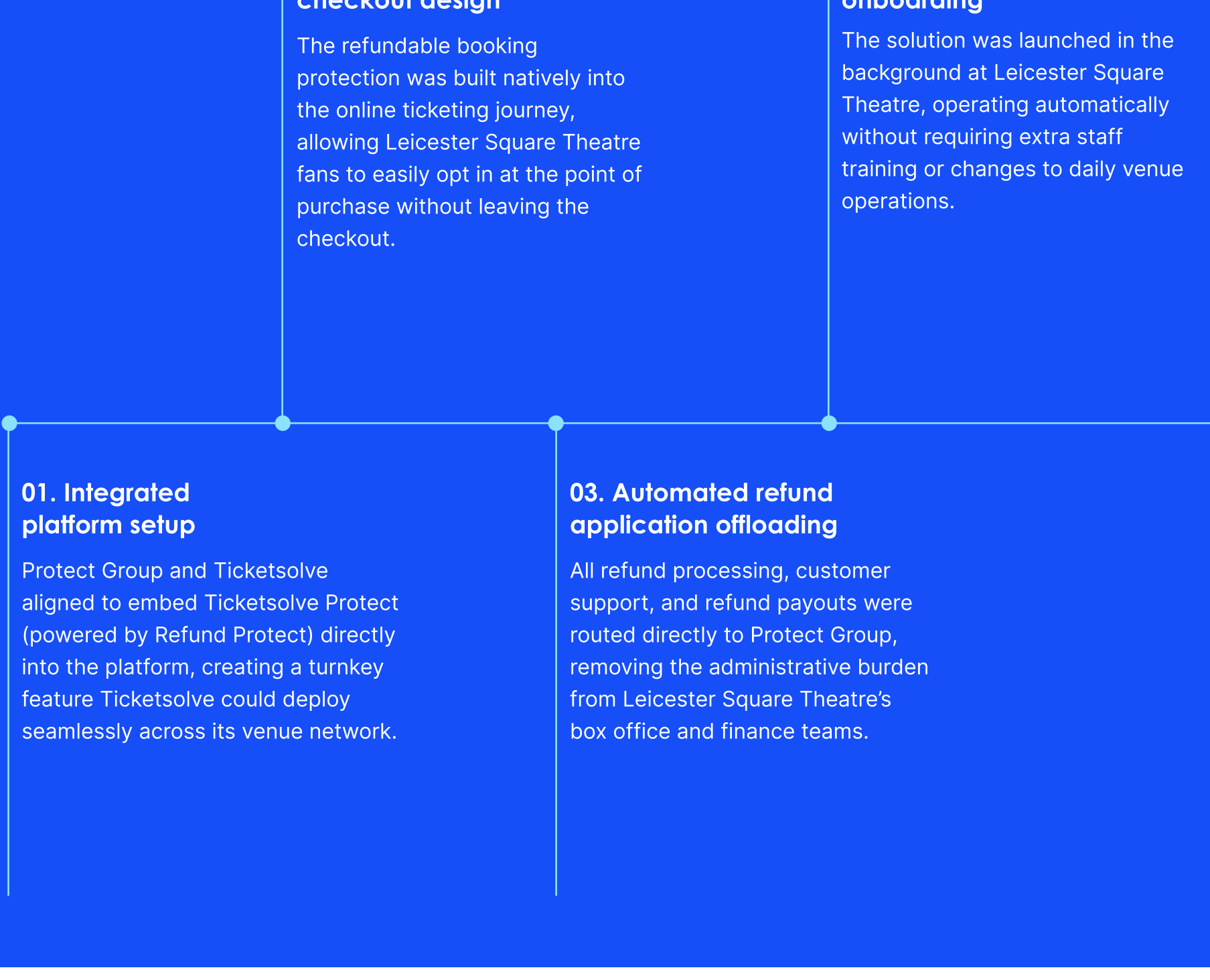
☐ Non-refundable Booking



In a fast-moving venue running multiple daily shows, box office bandwidth is precious. Leicester Square Theatre proved that offering comprehensive booking flexibility doesn't have to add administrative weight.

By leveraging Ticketsolve Protect, the theatre now delivers big-venue peace of mind to audience members while Protect Group handles refund processing entirely in the background, keeping daily operations lean and staff focused where it matters most: the live fan experience.

THE SOLUTION



THE RESULTS

By integrating Ticketsolve Protect, Leicester Square Theatre directly solved its operational and financial challenges, offering patrons booking flexibility while completely safeguarding venue bandwidth and bottom-line revenue.

The venue successfully eliminated its box office administrative burden by shifting 100% of customer refund handling to Protect Group, freeing staff from manual refund application processing.

Financially, the solution mitigated risk and reduced cart abandonment by halving the refund rate as a share of sales, retaining £11,500 in ticket income while unlocking £8,000 in brand-new ancillary revenue.

Ultimately, the theatre delivered instant peace of mind to fans at checkout without altering its core refund terms or disrupting daily operations

PROTECT GROUP TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect
Enabled fans to protect their bookings against unforeseen circumstances, reducing hesitation and improving customer satisfaction.

Pulse Reporting Dashboard
Provided Ticketsolve with real-time insights into adoption and performance, supporting data-driven optimisation and reporting.