

## CASE STUDY

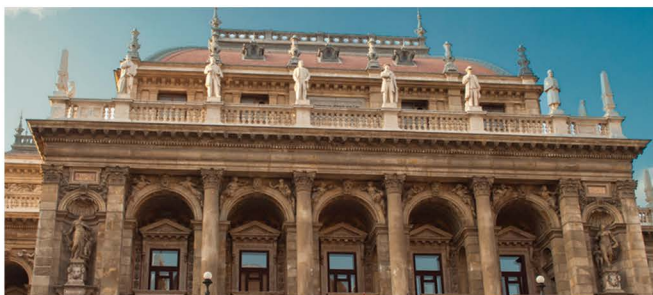
# OPERAPP

How CRM Revolutionized Audience Engagement for the Hungarian State Opera



## COMPANY PROFILE

The Hungarian State Opera, one of Hungary's most prestigious cultural institutions, has been a prominent venue for classical music, opera, and ballet since 1884. Recognized as a leading artistic center both domestically and internationally, the Opera enriches audiences with world-class performances and productions every year. Alongside preserving the traditional opera experience, the institution is committed to showcasing new artistic directions, fostering international collaborations, and representing Hungarian culture on the global stage.



## THE CHALLENGE

The Hungarian State Opera sought to better understand the motivations and purchasing habits of its audience to increase visitor engagement. This challenge became particularly critical during the Covid era, which brought uncertainties and disruptions to cultural institutions. With unpredictable circumstances often causing performance cancellations, the Opera needed an effective way to inform audiences about changes. However, customer data was managed through the Interticket system, which had previously handled ticket sales and newsletter distribution. This setup unfortunately hindered direct communication with customers.

Additionally, partners and sponsors increasingly demanded accurate insights into visitors' demographics and interests to make informed marketing and sponsorship decisions. OperApp enabled easy analysis and comparison of audience data, allowing the Opera's sponsors to tailor their appearances—such as exhibitions in front of the Opera building—based on specific age groups and interests, thereby increasing visitor engagement.

Another critical goal for the Hungarian State Opera was to make ticket purchasing more accessible and user-friendly. The vision was to create an application where users could manage their profiles, specify their interests, access tickets effortlessly, and explore the current program and personalized recommendations on a single platform.

Beyond supporting marketing and sales activities, the Opera also required tools for data analysis and reporting.

## THE SOLUTION

The Opera needed a CRM software solution capable of seamlessly integrating and supporting marketing and sales activities, including ticket sales, newsletter distribution, loyalty programs, and media libraries. The CRM system had to be compatible with the ticket sales system (Interticket), the web-based customer interface, the Opera's application, and the Opera Media Library.

OperApp, developed collaboratively by Grepton and the Hungarian State Opera, became a solution where sales, marketing, and culture intersect. Serving as a tailored application for the Opera's loyalty program, it offers numerous extra services and benefits to its users.

Designed specifically for cultural institutions, this free application is available to anyone and can be accessed on iOS and Android platforms. It also provides access to ticket discounts of 10-25%, priority purchase opportunities, parking assistance, and personalized promotions. The application not only delivers comprehensive and detailed information about the Hungarian State Opera's programs, artists, and venues but also, through free registration and integration with the loyalty program, enables users to present their virtual discount cards and track their loyalty program points. Purchased tickets and passes are also stored digitally for easy and immediate access before performances.

The app simplifies ticket purchases while empowering audiences to register and manage their profiles, including their preferences and interests. With CRM system integration, the Opera can now efficiently manage and analyze customer data and launch targeted marketing campaigns.

## KEY FEATURES

- 1 PROFILE AND LOYALTY PROGRAM**

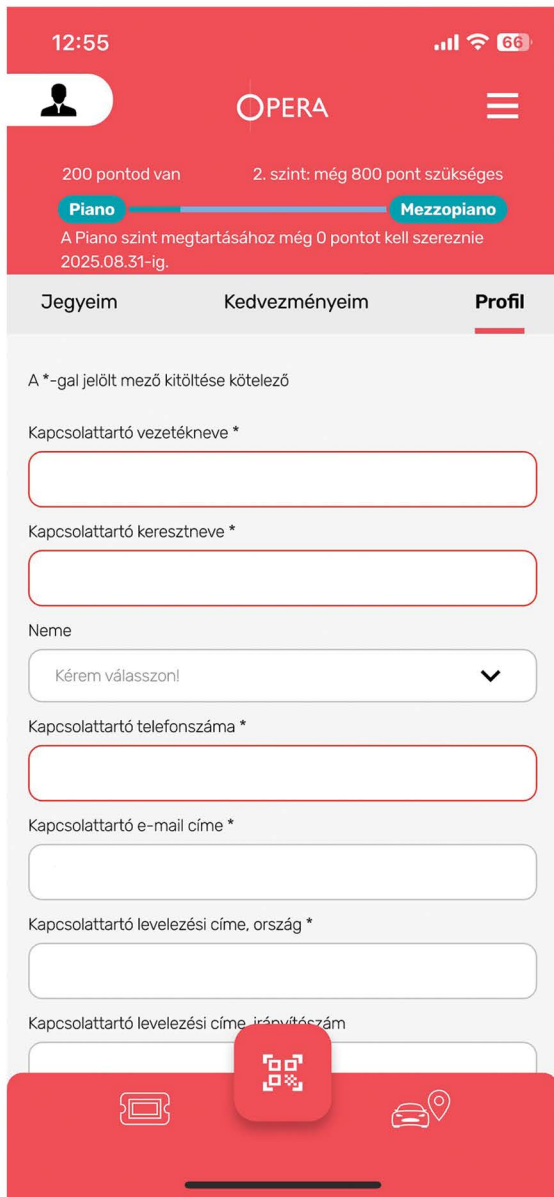
Enables users to collect points and access discounts. Allows users to personalize their interests and track loyalty points. Provides the Opera with valuable audience data for targeted offers.
- 2 QR CODE TICKET PURCHASE**

Facilitates easy ticket purchases within the app. Allows for quick and convenient use of discounts at ticket offices via QR codes.
- 3 PROGRAM AND RECOMMENDATIONS**

Users can easily browse current programs, find performances, and explore artists. Filtering options help users search by location, genre, date, and performers. The app supports audiences in exploring programs and purchasing tickets through a user-friendly interface.
- 4 NAVIGATION AND PARKING**

The app helps users find the route to the Opera building and nearby parking options. Integrated Google Maps navigation simplifies parking and travel.





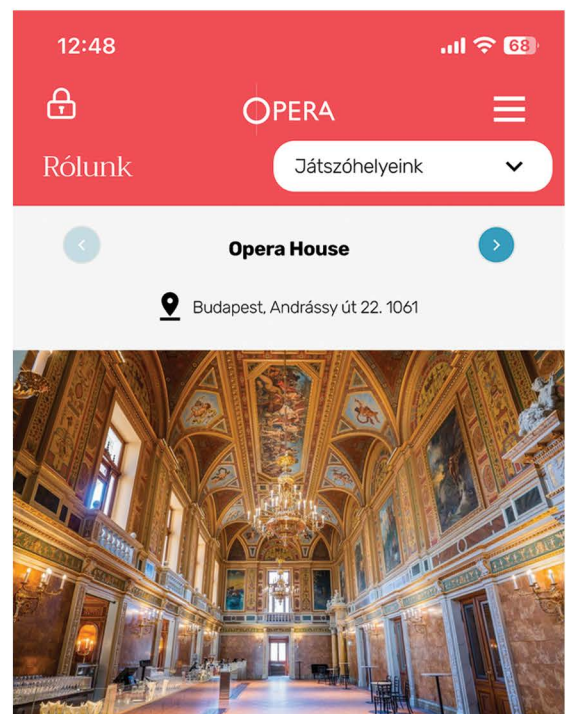
## RESULTS

The project was implemented successfully in multiple phases. The first phase involved CRM system integration, enabling centralized audience data management and more efficient notifications and newsletters. The second phase focused on developing the loyalty program, encouraging active audience participation and delivering personalized offers and benefits.

The loyalty program and the accompanying application have been recognized as a success by the Opera staff, strengthening audience engagement and fostering cultural appreciation. The development has placed the Hungarian State Opera in a leading position not only in Hungary but also internationally in the realm of digital culture.

## SUMMARY

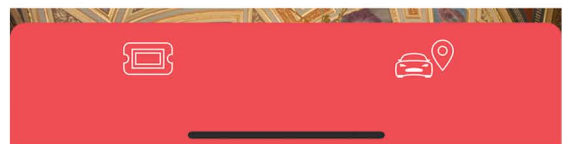
The OperApp project successfully supported the Hungarian State Opera's digital transformation, providing an innovative solution that bridges culture and modern technology. The application offers convenient and personalized services for users while enabling the Opera to build stronger relationships with its audience and gather valuable data for future marketing and sales strategies. The project's outcomes are reflected not only in enhanced audience experience but also in the optimized operations of this cultural institution.



Feszty Bár

A foyer két szintet átfogó terében és a tölgyfaburkolatú, kék-arany kárpittal borított dohányzófolyosókon az előadások szüneteiben kiváló lehetőség nyílik a beszélgetésre, társadalmi érintkezésre.

[Tovább](#)



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