

Iowa Events Center's Evolving Needs Met by Momentus for Over a Decade



The Customer

Iowa Events Center is a multi-venue complex in Des Moines, Iowa, that includes Wells Fargo Arena, a 17,000-seat stadium and top-ranked concert facility. After first adopting Momentus software in 2008, the expectations of suite owners had evolved so much that critical gaps in the arena's suite owner experience were holding back relationships and hurting business. Momentus was able to help bridge the gaps.

Organization:

Iowa Events Center

Website:

iowaeventscenter.com

Industry:

Venue management

Headquarters:

Des Moines, Iowa

The Challenge

Wells Fargo Arena was running on VenueOps to manage events and day-to-day operations. But as time went on, a better way to track suite owners and management other than static Excel documents became necessary. The staff was also processing food, drink and merchandise preorders using credit card authorization forms. This was not only time consuming, but also a security risk and not in line with Payment Card Industry Data Security Standard (PCI DSS) guidelines.

The Solution

Arena staff took their challenges to their Momentus Customer Success Manager, who worked with them to find the best solution. They found it in Momentus Suite Management.

With Suite Management, arena staff can now manage suite ownership and individual event suite sales in one centralized location using real-time data. They can also take orders before and during an event for food, drinks and even merchandise on a public-facing application. Simplifying and streamlining the order process makes creating fulfillment reports much easier and improves turnaround time for last-minute requests.

The Results

Momentus Suite Management has transformed Wells Fargo Arena's suite owner experience and significantly increased customer service satisfaction scores. Clients can now do their ordering, communication, payments and account management all in one place.

Internally, the Momentus platform has helped increase staff productivity by digitizing outdated processes that no longer serve the organization. The Sales team has also reported higher numbers since adopting the new tools, including analytics support and show-specific content that opens marketing opportunities.



"The Suite Management application has been able to improve our efficiencies in tracking pre-orders and giving access to our partners to additional opportunities to pre-order merchandise and other items. It also offers a much better quality of service to our partners and lets them deliver a better experience to their guests."

Iowa Events Center

Contact us today to explore opportunities to improve your venue and event management.

Contact Us

