

Flex to HomeTown: Benefits of VBO

The Scalable, Future Platform

VBO is HomeTown's Future-Focused Platform with enhanced support, features, and advanced self-service capabilities.

Gate App

A single app for scanning, redemption and point-of-sale. VBO also offers improved and additional flexible user permissions for access. Additional benefits include:

- One improved app for POS and ticket redemption, rather than two disparate apps
- Ability to sell reserved seating
- Improved scanning speed with offline ability
- Improved credit card reader connection

Season Passes

A single pass that does not require fans or patrons to claim tickets for every event they want to attend, they simply use their pass to attend the event.

Faster Payment Processing

VBO supports numerous Stripe accounts, allowing funds to automatically be directed whenever needed and immediately accessed. It also offers flexible payment options – including Daily, Weekly, Monthly and Post-Event. VBO provides the ability to absorb partial ticket fee amounts.

Donations

Ability to accept donations at checkout for additional revenue.

Ticket Holder Communication

VBO allows for SMS text and push notifications, greatly increasing the chances fans will see your message. These notifications are far more prevalent and timely than email communication limited on Flex.

More Self-Management Options

There are numerous items you can manage on your own without having to submit service requests. These tools include processing refunds, setting up passcodes and promo codes, and the availability to create custom fields/questions to be added at checkout. VBO also makes it easy to send bulk comp tickets, multi-day events, and resend tickets, edit orders, and void purchases on your own.

Offline Scanning

No more being dependent on spotty wifi or hotspots. Offline scanning allows gate agents to resume operations if there's a drop in connectivity, ensuring a seamless check-in experience for attendees and gate staff.

More Flexible Fan Options

Ability to sell tickets on district or school websites for a more cohesive brand. Fans have the option to purchase tickets via:

- Directly from your website (new embedded option)
- HomeTown Fan Site
- Mobile App

Reporting

VBO offers automated email reports to be sent to you directly. HomeTown's customizable Reporting Center gives you access to a complete breakdown of orders, tickets, event summaries, custom questions and donations by event, department and/or school.

Improved Fan Experience

With VBO, fans are able to save tickets directly to their mobile Google or Apple wallets, an option not available with Flex. New payment options include Google Pay and Stripe Link for saved cards.