



Maria Mitchell Association Boosts Memberships and Customer Satisfaction with Doubleknot

Multiple facilities benefit from integrated memberships, admissions, registrations and gift shop sales

About the Maria Mitchell Association

The Maria Mitchell Association (MMA) was founded in 1902 to preserve the legacy of Nantucket native, first professional female astronomer in the United States, naturalist, librarian, and educator Maria Mitchell. The MMA operates two observatories, a natural science museum, an aquarium, and preserves the island's biological collections and Maria Mitchell's historic birthplace.

The Challenge

MMA offers a wide variety of science and history-related programming throughout the year for people of all ages. Their previous registration solution from Convergence didn't meet their need for custom summer-camp registration forms, and they sought a replacement that could handle not only camp registration but also the diverse year-round programs and events that the museum, observatories and aquarium offer.

While MMA's primary objective was to improve registration, the organization also evaluated whether potential solutions could also improve other operations including admissions, membership management and gift shop sales. At the recommendation of Doubleknot client Save the Bay, MMA included Doubleknot in their evaluation and went live with Doubleknot in 2016.

The Solution

Director of Education Kim Botelho reports that Doubleknot solved her department's most pressing problem: custom registration forms. "Adding custom forms to the registration process was a huge time saver for me," says Botelho. "With Doubleknot's forms, I'm not chasing people to get important information that we need to have for camp." She also appreciates how easy it is to run reports on the registration forms, which makes it easier and faster to complete sign-in sheets: "That's been unbelievably helpful and has saved me so many hours per week."

In addition to using Doubleknot for education programs and memberships, MMA also relies on Doubleknot's features for admissions, special events and gift shop operations. They deployed two stationary Sales Station terminals in the gift shop, which handles admissions, memberships and registrations for all locations as well as merchandise sales. In addition, MMA uses a roaming Sales Station iPad to support special event registration and mobile gift shop sales.

According to Executive Administrator and Marketing & Event Coordinator Trinity Foreman, Doubleknot exceeds her original expectations. Says Foreman, "Doubleknot made our gift shop and admissions process far more up-to-date, and it's working really well." Other benefits that Botelho and Foreman report include:

- **Increased customer satisfaction.** "In previous years, we always had a large call volume on the morning that camp registration opened," recalls Botelho. "With Doubleknot, we had far fewer calls because everything was running smoothly."
- **An improved solution for admissions, gift shop sales and memberships.** Doubleknot's Sales Station POS relies on the same integrated database as online sales, so memberships and admissions are automatically recorded in visitors' profiles. Says Foreman, "It's fabulous to be able to look up someone's membership at the register and automatically give them their membership discounts."
- **Greater membership sales.** "Previously, we had no way to sign up new members at the aquarium and the natural science museum, and we lost opportunities because visitors didn't go online to purchase memberships after they went home," says Foreman. "Now it's easy for our staff to sell and upsell memberships anywhere."

To summarize MMA's experience with Doubleknot, Botelho says "It's working for memberships and it's working for education programs and museum programs and selling tickets. I recommend Doubleknot for nonprofits that have multiple functions like event management, admissions and gift shop sales. That's a lot to ask from a system and Doubleknot is good at it." Foreman concurs: "I highly recommend Doubleknot."

Learn More

To learn more about Doubleknot's solutions for museums, science centers, and other visitor-serving organizations, call (408) 971-9120, email at sales@doubleknot.com or visit hello.doubleknot.com.