

CASE STUDY

Client Overview

Pistoia Sotterranea (Pistoia Underground) is a unique museum and cultural attraction located in the heart of Tuscany, Italy.

Offering guided tours through centuries-old underground tunnels beneath the historic city of Pistoia, the museum draws visitors from around the world who are eager to explore its archaeological heritage.

The museum initially approached Microsell to explore implementing Zoho One, but after some discussions and discovery we recommended that their first and most urgent priority should be rebuilding the digital customer journey from the ground up.

How a museum achieved **10X MORE ONLINE SALES** in just one month

The Challenges

Despite the museum's rich history and potential for international tourism, its digital presence was holding it back. Key issues included:

- An outdated, Italian-only website with limited visual appeal or persuasive content
- Poor performing online ticket sales
- Zero visibility into customer behavior, language preferences, or demographics
- No customer database or CRM system to track & communicate with partners and prospects
- Customer engagement & communication primarily limited to office hours via phone, in Italian.
- Significant missed ticket sales opportunities due to no pre-purchasing of tickets
- No analytics, reporting, or marketing tools to guide strategic decisions

The Solution

Microsell led a complete digital transformation with the goal of increasing ticket sales, improving customer experience, and giving Pistoia Sotterranea a modern and scalable platform for growth.

1. New Website

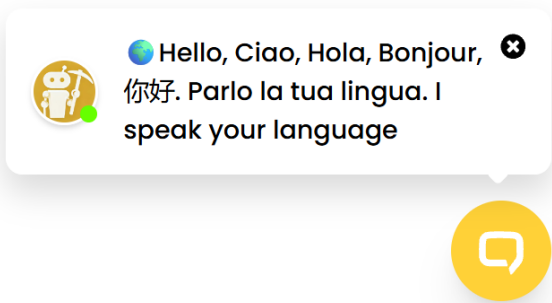
We built a brand-new multilingual website on Microsell’s preferred high-performance web platform, which is engineered for speed, SEO, scalability, reliability, and security.

- Visually engaging design tailored to global tourists
- Structured information for easy trip planning
- Professional engaging and persuasive content written by Microsell in English, then translated into Italian. Other languages to follow.
- Created a new domain and transferred SEO from old site
- Clear calls-to-action and text to persuade visitors to pre-purchase tickets

2. Multilingual AI Chat Assistant on the website

To optimise customer experience and overcome language barriers, we trained and deployed an AI assistant on the website capable of:

- Answering visitor questions in 100+ languages
- Providing tour details, opening hours, directions, and more
- Acting as a 24/7 digital concierge.



The Solution, continued

Pistoia Sotterranea

English

Euro (EUR)

Discount/Voucher Code

Family (Online Purchase)

−

0

+

EUR 49.00
EUR 45.00

A family ticket allows for two adults + two children (6 - 14 years). Save with online purchase.

Adult (Online Purchase)

−

2

+

EUR 16.00
EUR 15.00

Save with online purchase.

Child (6-14)

−

1

+

EUR 12.00

Between 6 and 14 years old

Child (5 and below)

−

0

+

EUR 0.00

5 years old or younger

Concession/Reduced

−

0

+

EUR 12.00

Seniors 65+, and other eligible visitors as seen here: pistoiasotterranea.it/concession-tickets

School/Group

−

0

+

EUR 12.00

Min of 15 people. See website for more details.

Disabled Person

−

0

+

EUR 0.00

Disabled Persons Free

Back

Next

3. Online Ticket Sales with TicketingHub

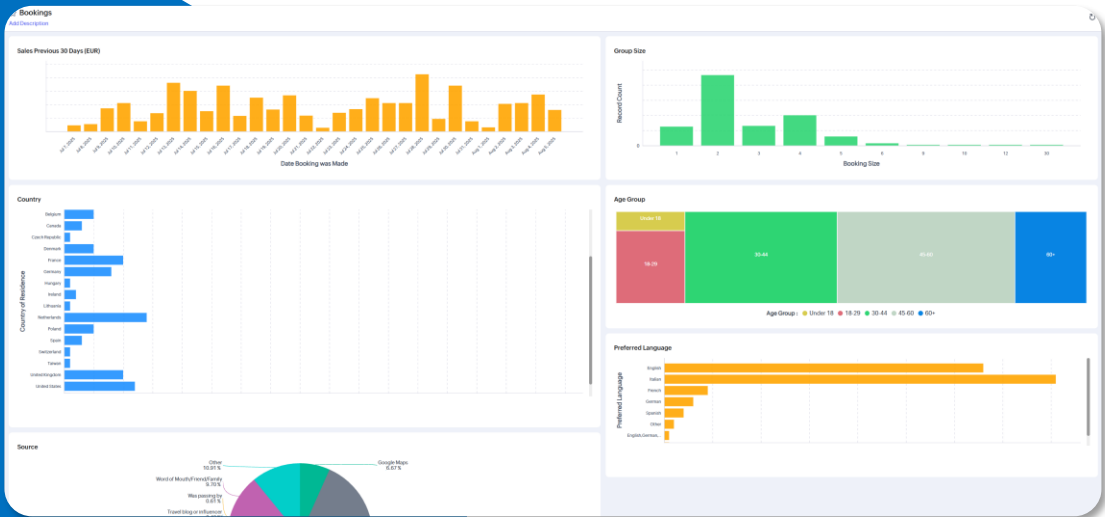
Rather than custom building a ticketing system, Microsell evaluated market options, then recommended and implemented TicketingHub, a powerful, cost-effective solution.

- Fully integrated into the website
- Multilingual checkout experience
- Smart automated emails in the customer’s language
- Seamless purchase flow with mobile optimization
- Point of Sale, and Point of Entry
- Allows for enhanced marketing with Vouchers, Coupons, Resellers, and other features.

4. CRM, Analytics & Integration

We implemented various components of the Zoho One suite of products:

- Integrated TicketingHub with Zoho CRM for real-time customer records & ticket sales
- Zoho PageSense & SalesIQ integrated with the website for heatmaps, behaviour tracking, and analytics
- Real time dashboards in CRM tracking customer demographics, ticket trends, language preferences, and more



The Results

The impact of the new website and systems was immediate and dramatic.



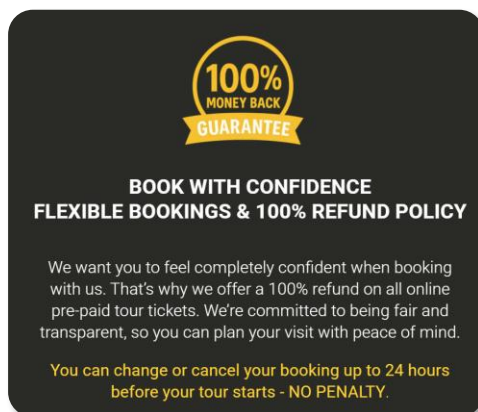
In the first month after launch, **online ticket sales increased 10X compared to the entire previous year of online sales.**

Key drivers of this success included:

- A high-converting, responsive, multilingual website that dramatically improved the customer experience
- A 100% Money Back Guarantee, suggested and crafted by Microsell to boost customer confidence to pre-purchase tickets
- Intuitive and mobile-friendly ticketing
- Automated, multi-language support from the AI chat assistant
- New insight into customer behavior and data

Pistoia Sotterranea now has:

- A global-ready website engaging customers in their language
- A reliable, scalable platform to grow tourism and group bookings
- A powerful CRM with real-time customer and sales data, and the ability to secure more large group bookings



Client Testimonial

Working with Microsell has completely transformed how we operate and connect with our customers. They took the time to deeply understand our unique challenges and goals, and then delivered a digital solution that has exceeded every expectation.

Our old website offered a poor online ticketing experience, was only available in one language, and gave us no visibility into who our customers were or how they found us.

Microsell rebuilt everything from the ground up, a stunning multilingual website, a powerful online ticket sales system, and powerful CRM and analytics that let us finally see and understand our audience. In just the first month, we sold ten times more tickets online than we had in the entire previous year.

Also impressive, customers are now purchasing tickets weeks and months in advance with total confidence. That never happened before.

Microsell didn't just deliver technology, they brought strategic business advice that reshaped how we engage with customers and run our operation. They designed and implemented a platform that enables us to deliver exceptional customer experiences while creating new opportunities for growth. It's clear they're a partner who genuinely cares about our success and is invested in our future.

Gianluca Iori
Director - Pistoia Sotterranea

