

# Group Sales

Responsive Website Walkthrough

# Contents

Introduction	3
Logging In	
Quick Site Navigation Guide	
Category List – The Homepage	
Purchase an Explorer/Scottish Heritage Pass	8
Now Book Your Visits!	15
General Admission Tickets	17
Urquhart Castle	24
Confirmation Emails	27

# Introduction

Our Group Sales website is now fully responsive! We have also taken this opportunity to streamline some of our website configuration, to make it more suited to your needs.

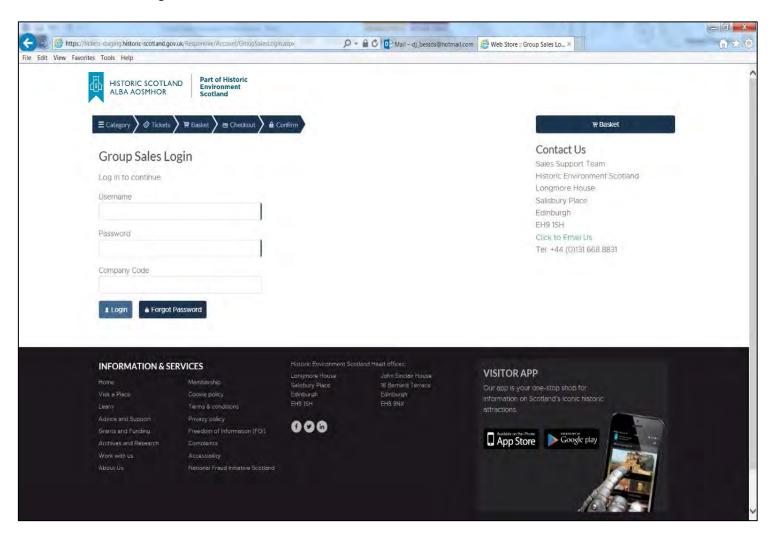
This document will show you how to process your orders via this new improved way of working and go into more detail on the navigation and functionality of the website.

For a quick processing guide, please see your Group Sales processing 'cheat sheets'.

The link to our Group Sales system can be found on our Group Sales webpage: <a href="https://www.historicenvironment.scot/visit-a-place/travel-trade/group-sales/">https://www.historicenvironment.scot/visit-a-place/travel-trade/group-sales/</a>

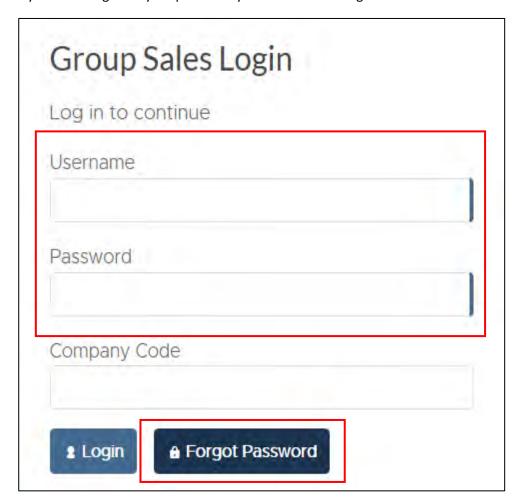
# Logging In

Your new login screen looks like this:



The username and password and the required fields, with the Company Code being optional. If you have a username and password already, you can continue to use this to login, as before.

If you have forgotten your password you can use the 'Forgot Password' button to reset this.



Click the 'login' button after you have input your username and password and you will then be taken into the Group Sales site.

# Quick Site Navigation Guide

The navigation buttons at the top of the screen are an easy way to navigate around the Group Sales site.



## Category

Clicking this button will take you to the full list of sites and Explorer/Scottish Heritage passes. This is the 'home page' from where you can navigate to all our Group Sales products.

#### **Tickets**

Once you have clicked on a site from the Category page, you will be taken to the tickets page, from here you can chose the specific Explorer/Scottish Heritage Passes, General Admission tickets or visit products.

#### **Basket**

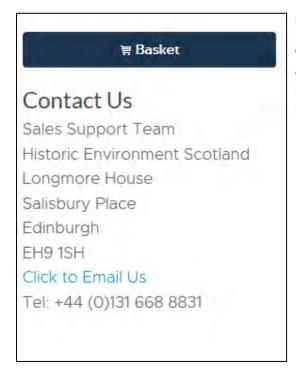
This will show you all the products you have in your basket and allow you to amend your order.

#### Checkout

The checkout page is where you fill in all your billing/address information and submit your order.

#### Confirm

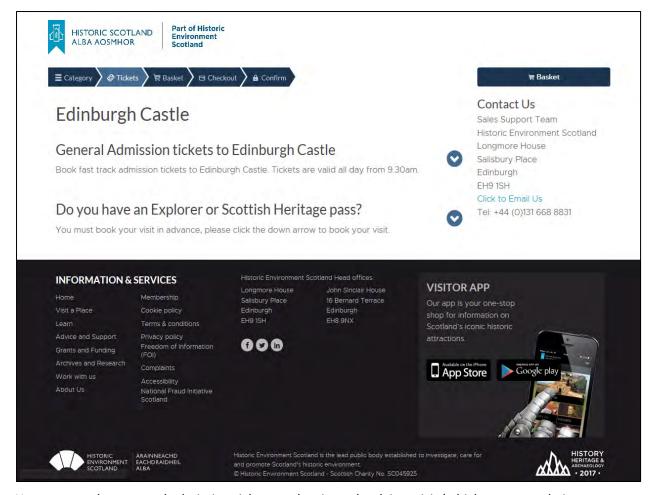
The confirmation page shows you important information about your order.



# Right hand column

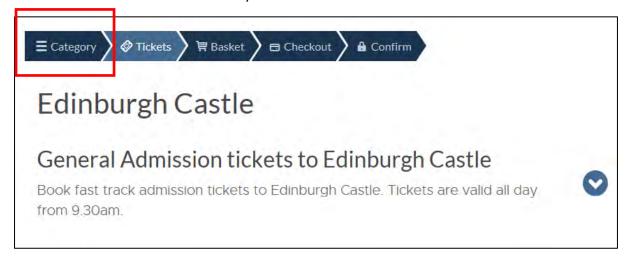
On the right hand side of the page you will find another 'basket' button link and the 'Contact Us' info for our service team, should you have any issues.

The first page you will be taken to after you login is the Edinburgh Castle tickets page (see screenshot below). This is because most of our customers look to book this site first.



Here you can buy general admission tickets to the site or book in a visit (which you must do in advance) if you have any type of Explorer or Scottish Heritage pass.

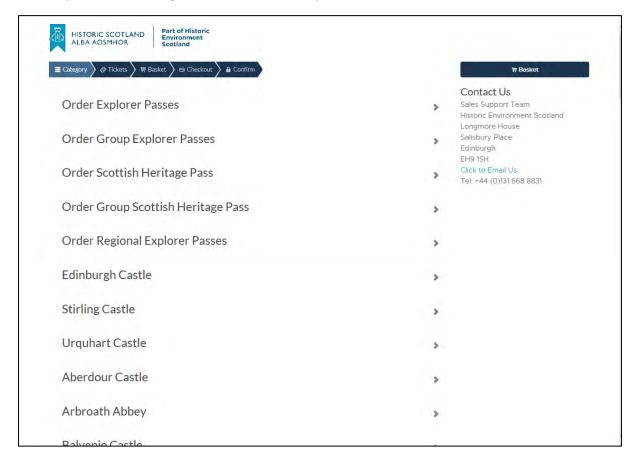
If you wish to book tickets to another site initially or to purchase an Explorer/Scottish Heritage pass, then all you have to do is click on the 'Category' button at the top (shown below). This will take you back to the full site list and from there you can make another selection.



# Category List – The Homepage

The category list serves as the Group Sales homepage, it has the full list of our sites and products available for you to purchase. We understand for our customers, they want to quickly navigate to a site and process tickets and visits, therefore we have the list in the following order:

- 1. Explorer and SHP's (Scottish Heritage Passes) These are the best value products we have for our trade customers and so these are listed first in the list.
- 2. Edinburgh, Stirling and Urquhart Castle These are our top three attractions, chances are you will be looking to book them first, they are listed next.

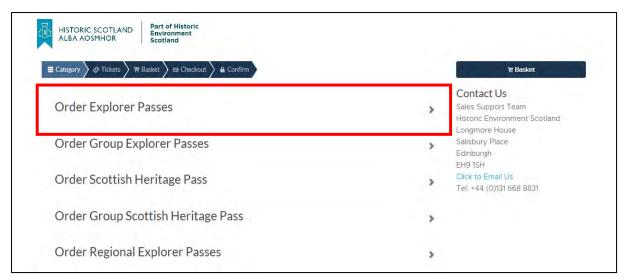


3. Thereafter, the sites are listed individually and by alphabetical order (see screenshot below). This allows you navigate quickly and easily to the sites you want to buy tickets for. Simply click on the site to be taken to its relevant 'Tickets' Page.

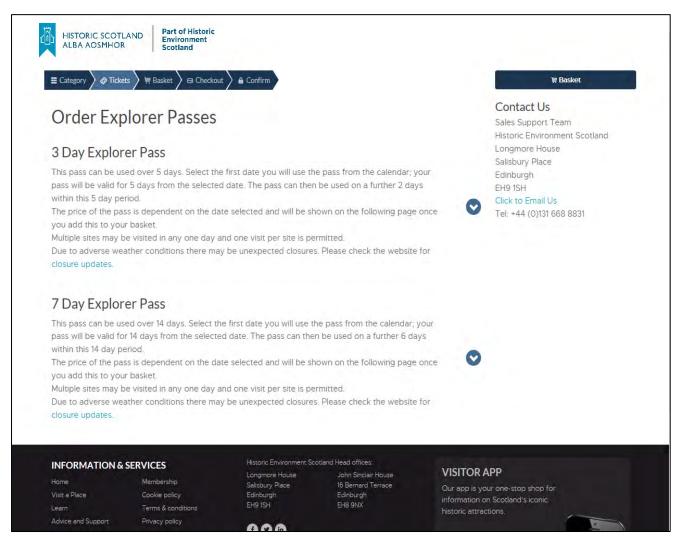


# Purchase an Explorer/Scottish Heritage Pass

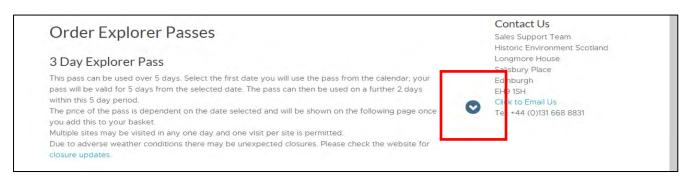
To purchase an explorer pass first click on 'order Explorer Passes from the Category List

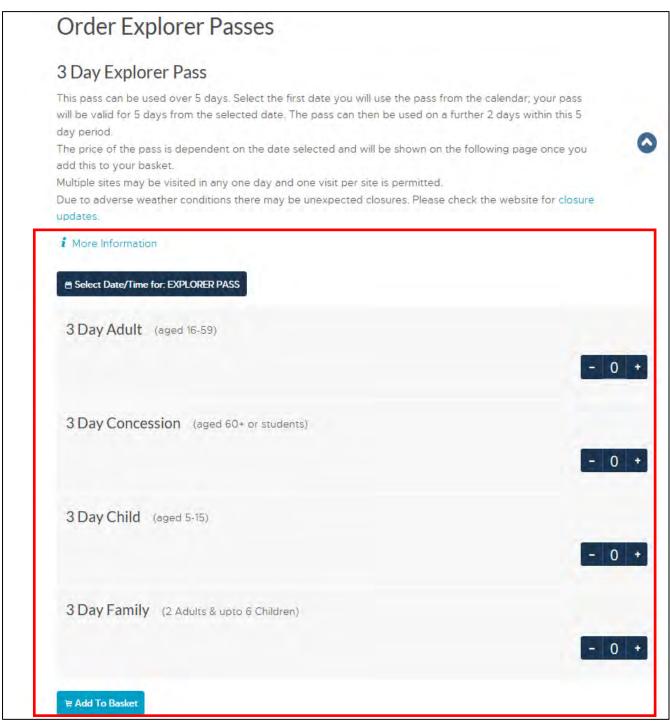


You will then be taken to the Explorer Pass, tickets page:



Simply click on the '3 day' or '7 day' explorer pass to expand its relevant ticket options or click on the right hand arrow. See screenshot below:

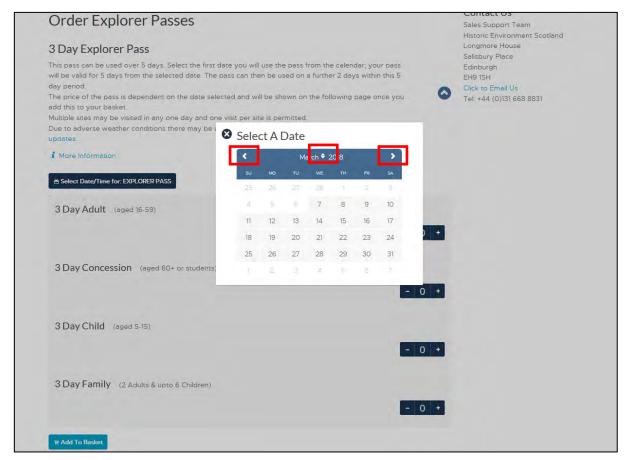




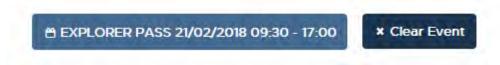
You must chose a date for the pass first, so click on the 'Select Date/Time for: Explorer Pass' button.

# Select Date/Time for: EXPLORER PASS

You will then be shown the available dates for the pass. Please click on the middle arrows to select any month in the year or click on the left/right arrows to skip a month at a time, as shown below:



Once you have selected a date for the pass, the button will change to reflect this, see below:

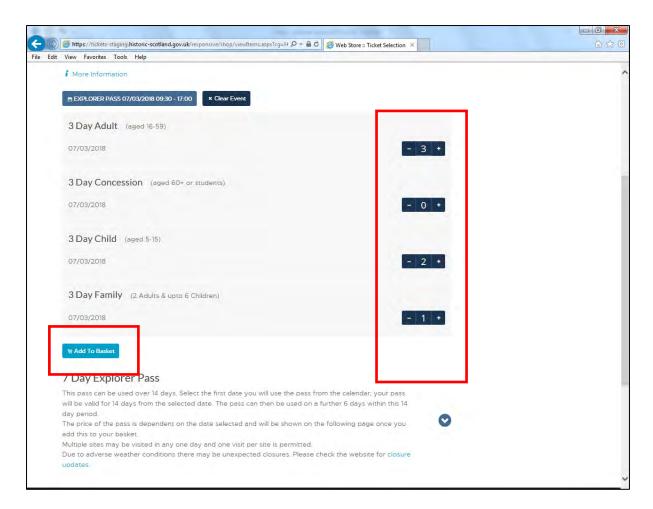


Now you must input what type of 3 Day or 7 Day explorer pass you want to use, i.e Adult, Concession, Child or Family. Do add or remove the number of passes you want to buy, simply use

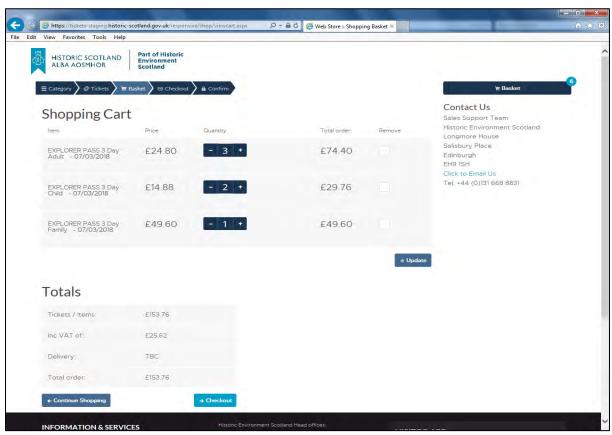
the plus or minus buttons then click on the 'Add to basket' button.

**To Note:** You can also manually type into this button:

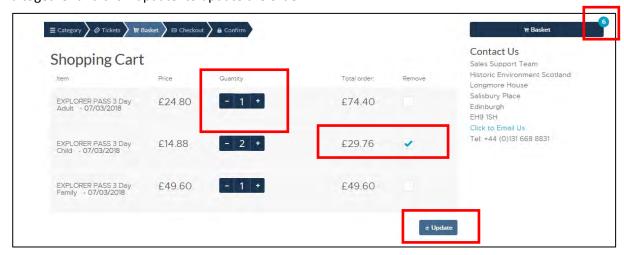
. Just click into it with your mouse and type in your desired number.



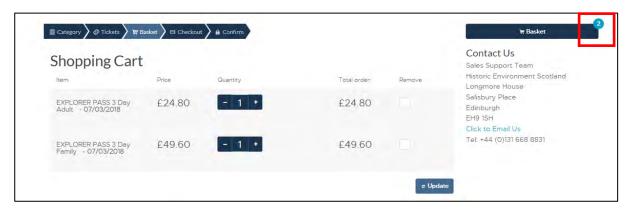
# You will then be taken to the 'basket' page:



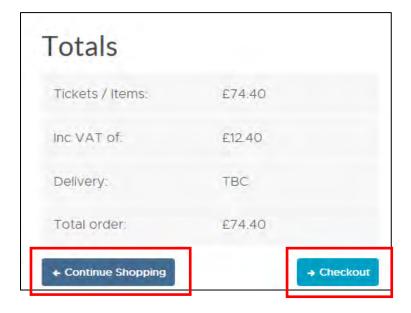
Here you can add to or take away from the quantity of passes or even remove ticket from the order altogether and click 'update' to update the order.



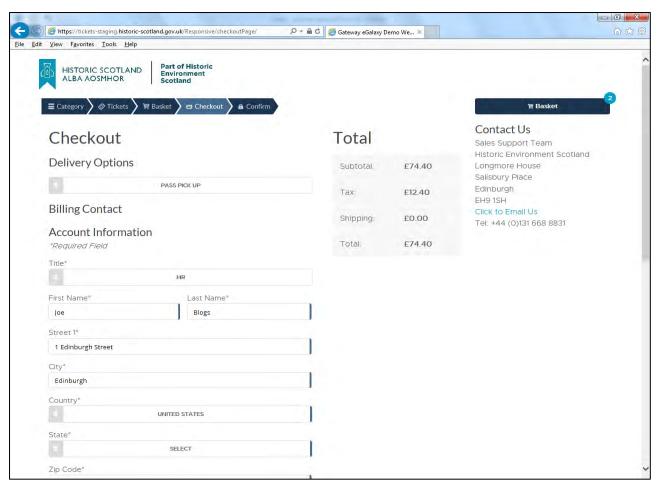
After you click 'update' the order should be amended and change, see screenshot below:



Once the order is correct, you can then either continue to shop by clicking on the 'continue shopping button' which will take you back to the category list or 'Checkout' to proceed with the order as is.



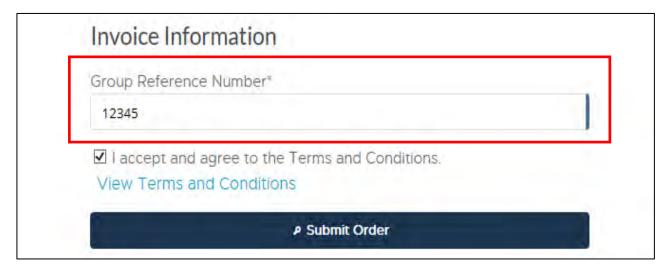
To finalise buying the passes, click on the 'checkout' button and you will then be taken to the checkout page:



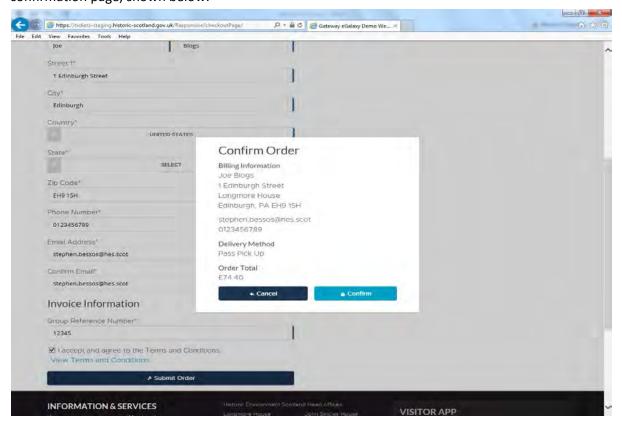
The contact information here will auto populate with the contact information associated with the customer account you have created with us.

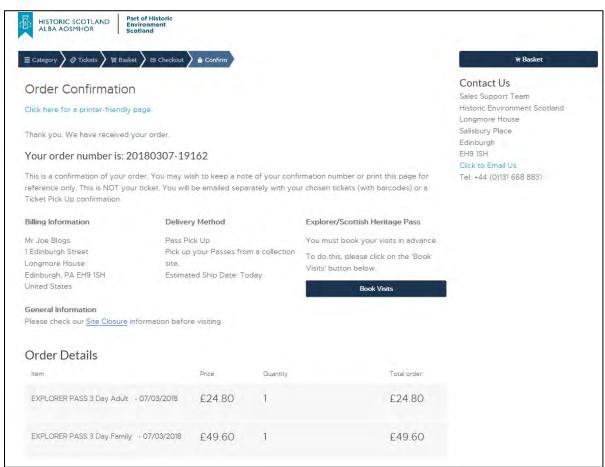
The account information: name, address, email etc, can be changed if required.

**To Note:** All trade customers will now pay by invoice only and you <u>must</u> input a group reference order number in the field provided, before submitting the order.



You will be given one more chance to either 'cancel' or 'confirm' the order before being taken to the confirmation page, shown below:

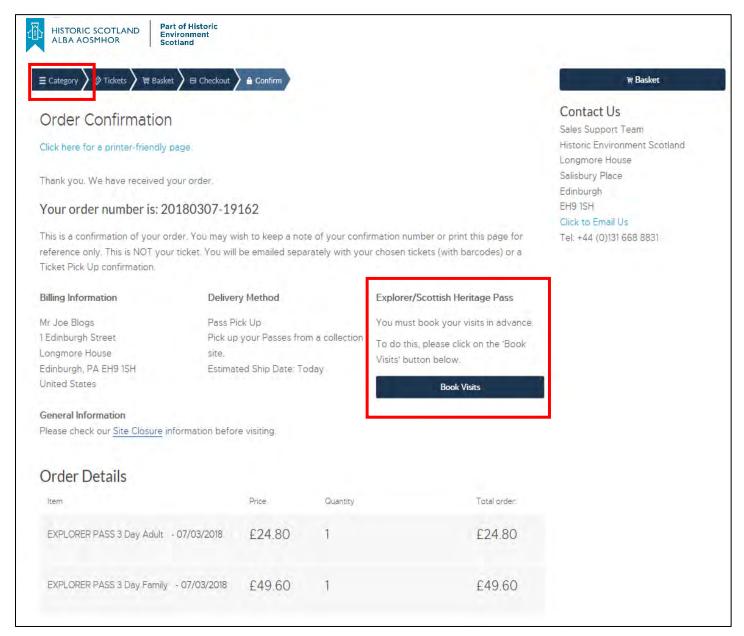




## Now Book Your Visits!

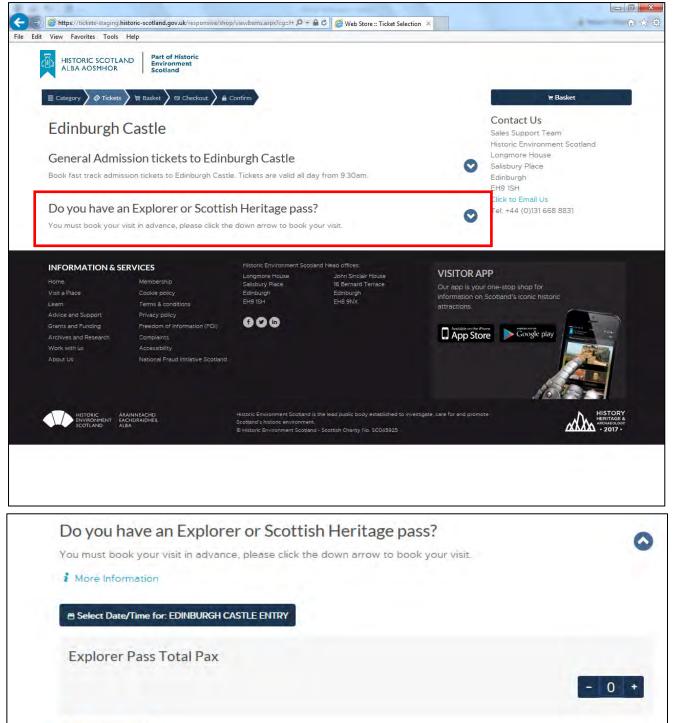
You have now bought your pass or passes and an email will be sent to the email address you provided on the order with all the relevant information. **However, you must also book the date of visit to each site and this must be done in advance.** You will not need to do this for general admission tickets.

To do this, please click on the 'Book Visits' button on this page to go back to the category list. You can also click on the 'Category' button to do this. See screenshot below:



**To Note**: If you are returning to the Group Sales website (having previously booked your passes at an earlier date) and have just logged on to book your visits, simply click the site you wish to book for from the 'Category' list.

From there, click on the site you want to visit you should see the following. Click on this box to expand it, as shown in the screenshots below:



You can now click the date and time for the **VISIT** and add this to your basket. You do not need to do this if you are buying site general admission products.

₩ Add To Basket

Visit products are used to reserve your place at sites when you have already bought an Explorer or Scottish Heritage Pass, therefore these are free products that you will not be charged for and invoice information will not be required.

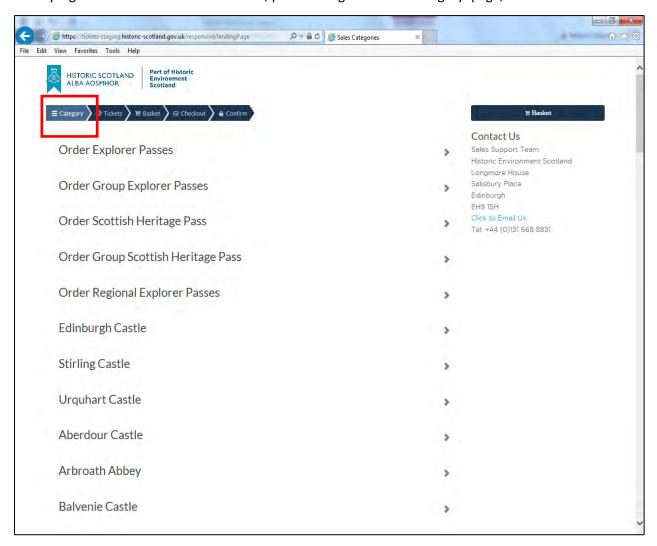
You should end up with two email when dealing with our passes, one which is the pass or passes themselves that you have bought and another which has booking reservation you have made.

You cannot book visits and explorer passes in the same transaction.

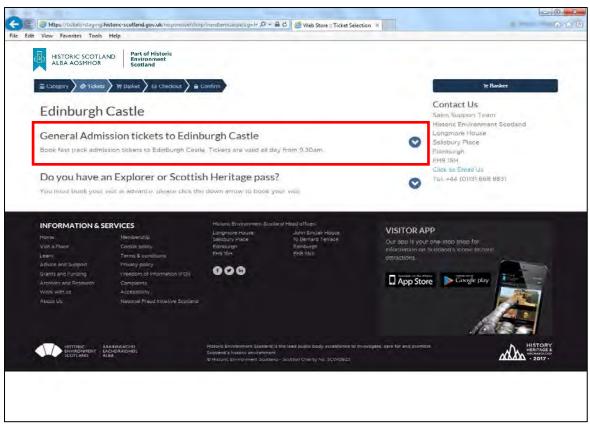
Follow the same checkout process as before complete your order and you're done!

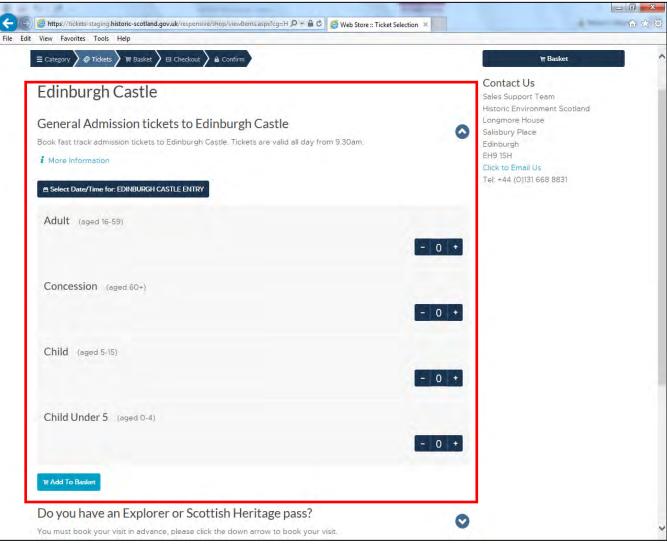
# **General Admission Tickets**

To buy a general admission ticket to a site, please navigate to the 'Category' page, shown below:



Then click on your chosen site and you will be taken to the sites 'Tickets' page. Shown in the next screenshot. Click on the 'General Admission' box or arrow to expand the general admission options for that site.

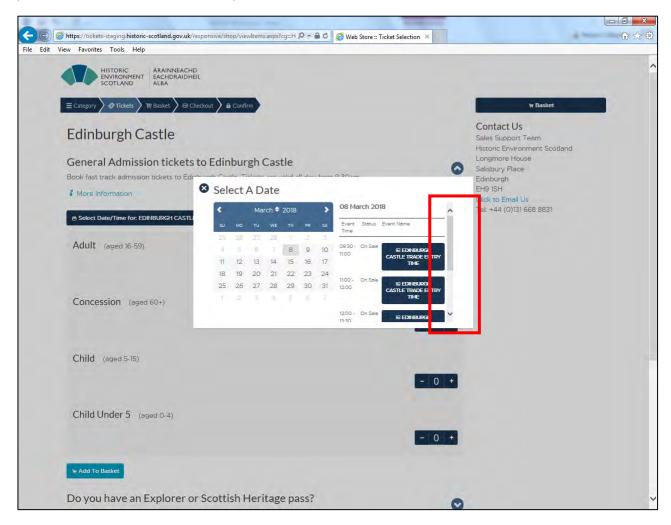




Select the date/time you want to visit using the following button:

# Select Date/Time for: EDINBURGH CASTLE ENTRY

You will be shown a calendar with relevant available dates and timeslots for that site. Please ensure you scroll within the calendar box if you wish to view later time slots. See screenshot below:



The button will change after you select your date and time to reflect this, as shown:

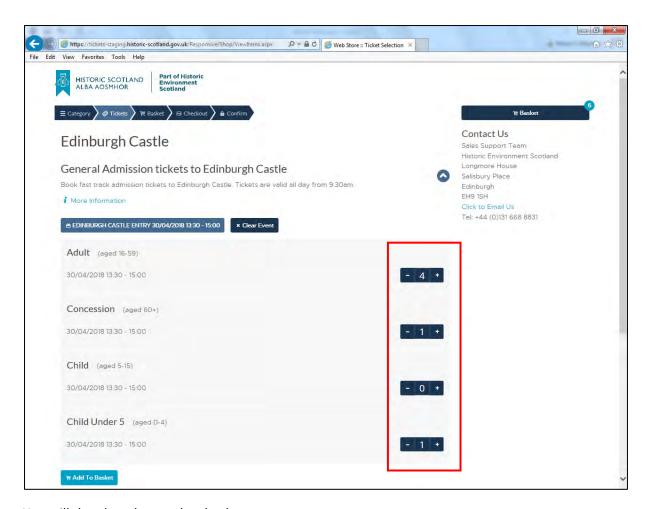


You can click on 'Clear Event' to remove this date and select another.

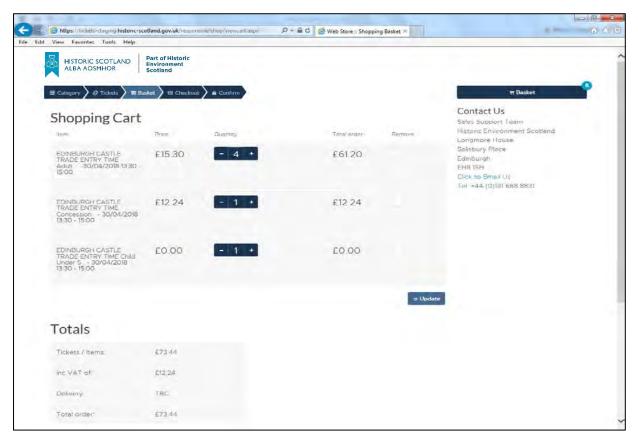
If you are happy with the date you can then add the relevant number and type of general admission products you want to add, i.e Adult, Concession, Child or Family.

Use the plus or minus buttons then click on the 'Add to basket' button.

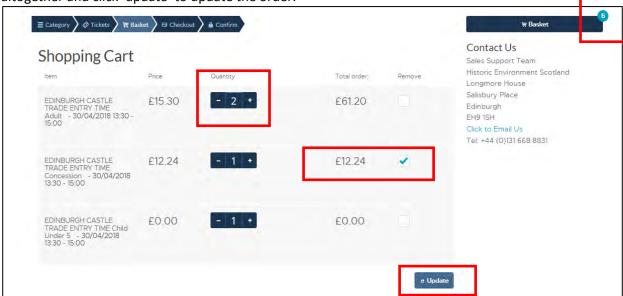
See the next screenshot which shows this.



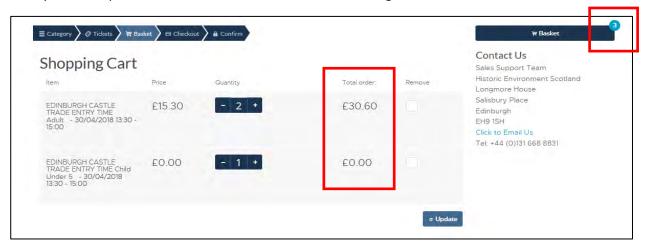
You will then be taken to the checkout page:



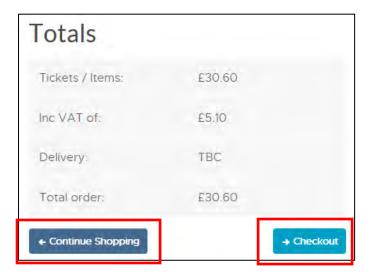
Here you can add to or take away from the quantity of passes or even remove ticket from the order altogether and click 'update' to update the order.



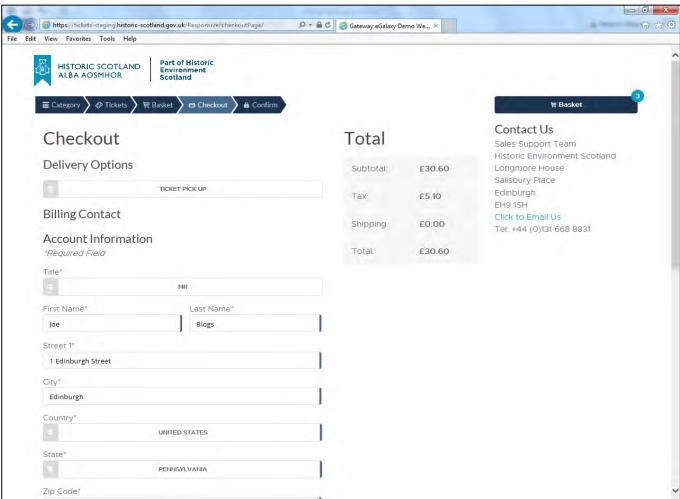
After you click 'update' the order should be amended and change, see screenshot below:



Once the order is correct, you can then either continue to shop by clicking on the 'continue shopping button' which will take you back to the category list or 'Checkout' to proceed with the order as is.



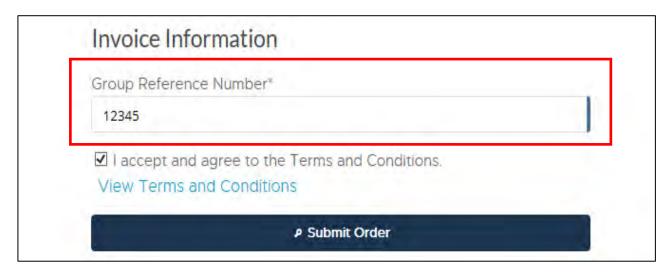
To finalise buying the pass click on the 'checkout' button and you will then be taken to the checkout page:



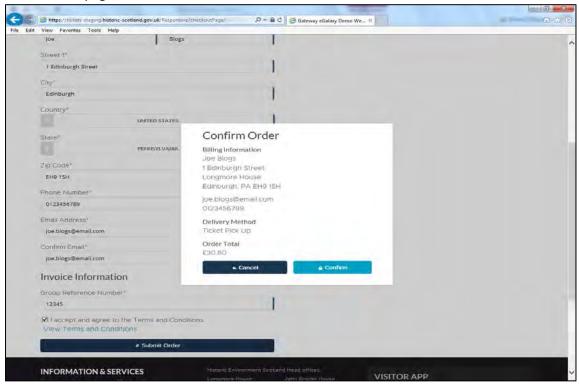
The contact information here will auto populate with the contact information associated with the customer account you have created with us.

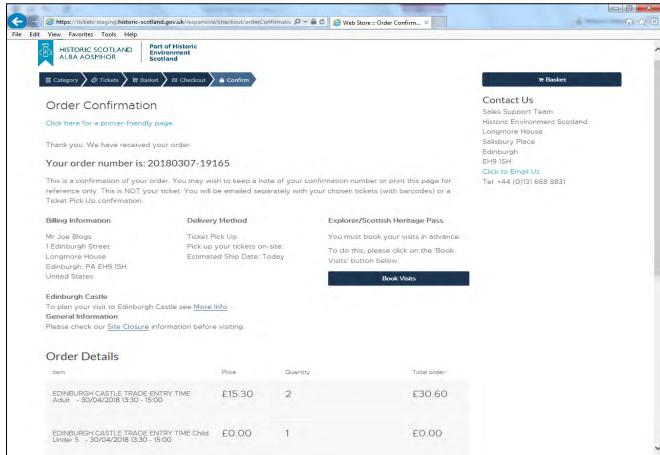
The account information: name, address, email etc, can be changed if required.

**To Note:** All trade customers will now pay by invoice only and you <u>must</u> input a group reference order number in the field provided, before submitting the order.



You will be given one more chance to either 'cancel' or 'confirm' the order before being taken to the confirmation page, shown below:





And you're done! To start another booking, please click on 'Category' to go back to the site list.

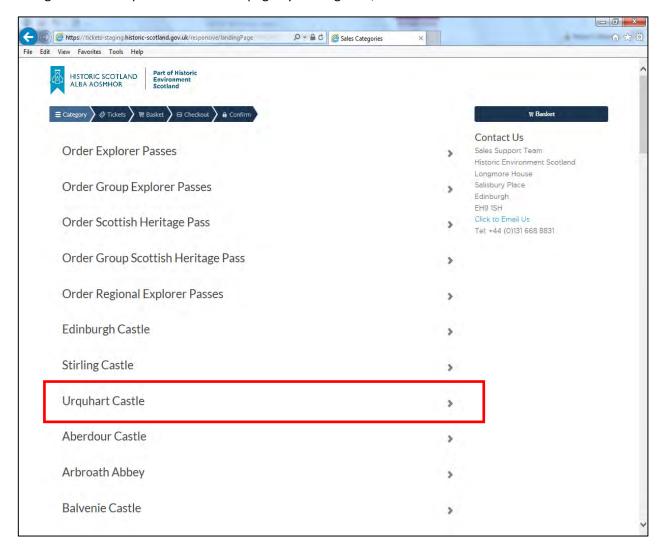
# **Urquhart Castle**

For Urquhart Castle there is now an extra step you need to follow during the order process.

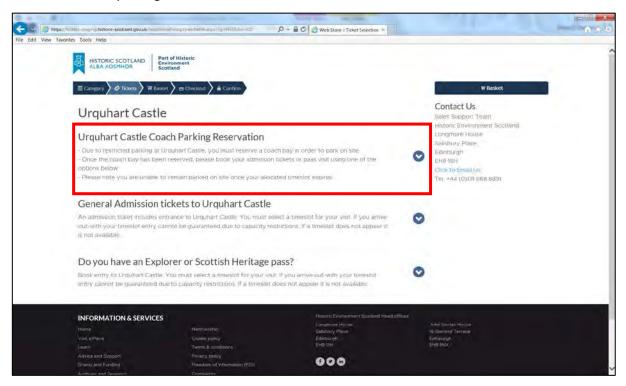
You now <u>must</u> also book a coach parking space as well. This means, for every order you make you must have a coach parking space product, as well as either a visit reservation booking product (if you have an Explorer/SHP pass) or a general admission ticket.

Please use the following to complete this simple extra step.

Navigate to the Urquhart Castle ticket page by clicking on it, as shown below:

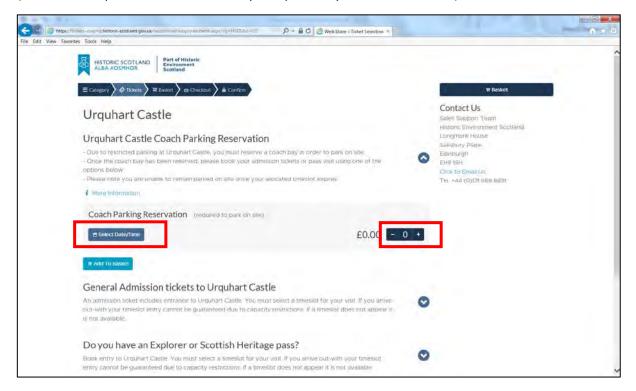


Then click on the parking section, as shown below:

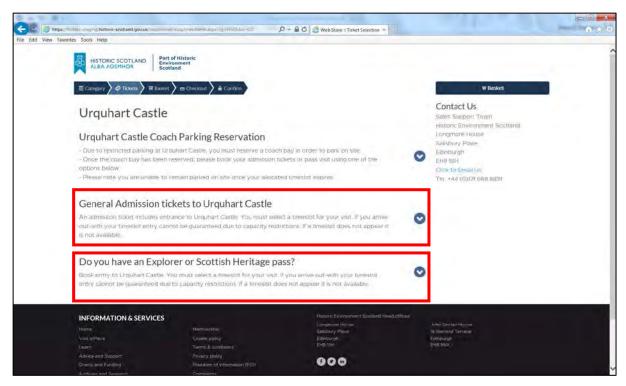


Click on the date/time and choose your date, then enter a quantity using the buttons as shown below.

(To Note: This product is used to book your space only, so it is zero value.)



Then you can either buy your general admission tickets or book your visits if you have an explorer pass, as normal, by clicking on one of the sections as shown below.



The only change from a normal general admission or pass reservation booking, is that you also need a coach parking reservation space in the order.

The rest of the process will be the same as if you are buying general admission tickets or booking a reservation to the site.

For more information on how to process general admission or pass reservation orders, please see the 'General Admission Tickets' or 'Now Book Your Visits!' section of this document.

# **Confirmation Emails**

#### **Explorer/SHP Passes and General Admission Tickets**

**To note**: The following confirmation email is showing you ticket or pass information. If you have bought an explorer pass, you **MUST** return to the Group Sales website to book your visits.

Each ticket or passes email has two sections to it, the first section (shown below) contains:

- Order Number This is required for site staff to look up your order on the system.
- Important information about your tickets and where to collect them.
- Billing Information.
- Order Summary of the tickets you have purchased



The second section (shown below), contains:

- Site specific information relating to the sites you are visiting
- Site closure link.
- Payment Policy information
- Quick links to our top sites and social pages
- Historic Environment Scotland contact information.

# **Edinburgh Castle** To plan your visit to Edinburgh Castle see More Info. **General Information** Please check our Site Closure information before visiting. PAYMENT POLICY **Credit Account Orders** When you collect your tickets on-site, you can confirm your final numbers with a member of staff when collecting your tickets. Your confirmed final numbers will then be added to your monthly invoice. Your VAT breakdown will appear on your monthly invoice. **TIMESLOTS** Due to increased visitor numbers we have introduced entry timeslots at Edinburgh Castle. Your visit length is not limited to the timeslot selected, and you can arrive anytime within this entry slot. If for any reason you cannot arrive within your allocated time, please contact us in order to check availability. Please do not reply to this email. Replies to this email are not monitored or answered. Edinburgh Castle | Stirling Castle | Corporate Site Follow on Facebook | Follow on Twitter Address Contact Us +44 (0) 131 668 8831 Historic Environment Scotland Longmore House, Salisbury Place trade@hes.scot Edinburgh, EH9 1SH © Historic Environment Scotland - Scotlish Charity No. SC045925 Registered Address: Longmore House, Salisbury Place, Edinburgh, EH9 1SH VAT Registration No. 221868015

Scottish Heritage passes contain an extra piece of important information in the confirmation email. See screenshot below:

			nd Property visited.
Note to staff: Please co	mplete below and allow adm	ission to t	he passholder
toto to starr. I rouse co	inprote below and anow dam	1100101111011	ne passiroidei.
			·
NTS Site	Date of Visit	Pax	Signature
NTS Site	Date of Visit	Pax	Signature
NTS Site 1 2	Date of Visit	Pax	Signature
NTS Site 1 2 3	Date of Visit	Pax	Signature

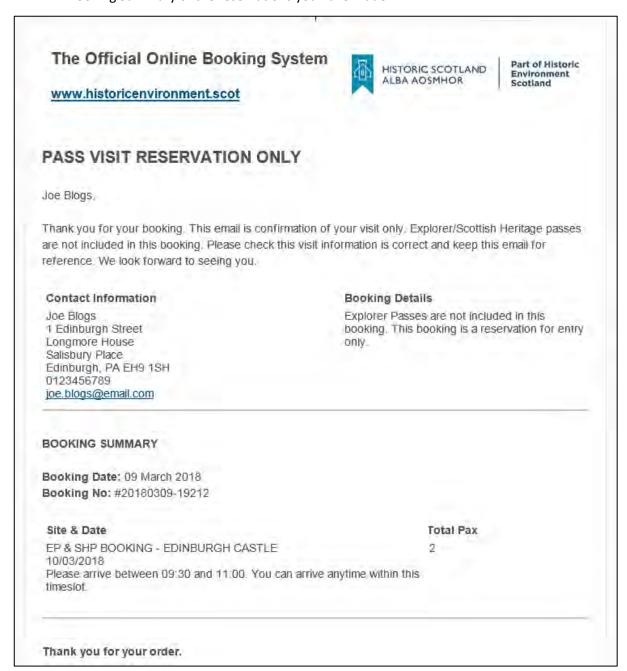
### **Booking Confirmation Emails**

Once you have purchased and Explorer or Scottish Heritage pass, you <u>must</u> proceed to book your visits in advance of your visit date to guarantee entry to our sites on your chosen date.

The booking email looks different to the tickets or passes email and has different information on it. It has a blue background on the header (or grey if you print without colour), this helps to identify that this is a booking email, not your tickets.

Each booking email is in two sections, the first section (shown below) contains:

- Booking and contact information.
- Booking Summary of the reservations you have made.



The second section (shown below), contains:

- Site specific and general information relating to the sites you are visiting
- Site closure link.
- Quick links to our top sites and social pages
- Historic Environment Scotland contact information

#### **Edinburgh Castle**

To plan your visit to Edinburgh Castle see More Info.

#### **General Information**

Please check our Site Closure information before visiting.

#### TIMESLOTS

Due to increased visitor numbers we have introduced entry timeslots at Edinburgh Castle. Your visit length is not limited to the timeslot selected, and you can arrive anytime within this entry slot.

If for any reason you cannot arrive within your allocated time, please contact us in order to check availability.

Please do not reply to this email. Replies to this email are not monitored or answered.

#### Edinburgh Castle | Stirling Castle | Corporate Site

#### Follow on Facebook | Follow on Twitter

#### Address

Historic Environment Scotland Longmore House, Salisbury Place Edinburgh, EH9 1SH

#### Contact Us

+44 (0) 131 668 8831 trade@hes.scot

© Historic Environment Scotland - Scotlish Charity No. SC045925 Registered Address: Longmore House, Salisbury Place, Edinburgh, EH9 1SH VAT Registration No. 221868015

To clarify – You booking email is confirming that you have reserved a date of visit. This is <b>not</b> your
pass or ticket.
Fnd

Thank you for working with Historic Environment Scotland, we very much looking forward to welcoming you to our sites in the near future.

See you soon!

The Sales Support Team