



# AEG Presents transform lost property process across UK events

With a combined daily capacity of 110,000 and a reputation for providing legendary headliners, BST Hyde Park and All Points East are two of the UK's largest and best-loved festivals.

## The challenge

The process for managing lost property was outdated, time-consuming and an unwelcome distraction for senior staff. Items were registered manually and the enquiry process was drawn-out and complicated. Staff wanted to provide the best service possible but the system was too clunky to work with, and the matching process could be slow and somewhat frustrating.

As an innovative and forward-thinking organisation, AEG Presents wanted to introduce a 21st century solution to alleviate hassle for their staff, improve the customer experience and improve sustainability across the business.

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**The main benefit of NotLost is the customer journey and making sure communication is clear throughout.**

Event Coordinator, AEG Presents

## The results

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**Our customers feel a lot more reassured. The communication is clearer, more professional and they know how they should go about enquiring.**

## The solution

AEG Presents have radically transformed their lost property process at their UK festivals by partnering with NotLost. Use of the NotLost platform has established a clear and reassuring customer journey, whilst at the same time easing pressure and freeing up capacity for staff.

Image recognition software and detailed searching enable the welfare team to register items and handle customer enquiries with speed and ease. Bespoke lost report forms empower customers to enquire online 24/7 - these reports can be compared with found items by staff at the click of a button and automated emails create a smooth customer journey.

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**It has always been in the back of our minds that this has to be sorted. We trialled it for BST, saw the benefit and it became an absolute no brainer to implement NotLost across all festivals!**

Event Coordinator, AEG Presents

Post-event, all items are sent to NotLost who respond to every enquiry within 24 hours, returning items via a range of postage and collection options. All unclaimed items are ethically recycled, improving sustainability and reducing the eco-footprint.

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**A slick, effective and customer-focused solution that is now a core part of our festival operation.**

Director of Events, European Festivals