

Radio France Digitizes Ticketing and Boosts Engagement with Google Wallet

Radio France, a leading cultural institution welcoming over 200,000 spectators annually, partnered with The Wallet Crew, to transform its spectator journey using Google Wallet. The goal was to move beyond printed tickets and create a seamless digital engagement channel across concerts, guided tours, and gift cards.

The Challenge & Goals

- Streamline spectator experience
- Reduce reliance on printed tickets
- Activate a new digital engagement channel connected to CRM, ticketing systems
- Ensure maximum ticket security and staff/customer flexibility

The Solution

Radio France deployed Google Wallet to digitize tickets and expand digital engagement for concerts, tours, vouchers

- Automatic updates enabled for schedule changes
- Tickets accessible in one tap
- Wallet Crew SaaS connects to Secutix and CRM segments for personalized cards

With The Wallet Crew and Google Wallet, we provide our audiences with a modern, secure, and seamless ticketing experience while opening a new CRM-connected engagement channel. Wallet tickets are now central to how we deliver cultural experiences."

— Guillaume Hervin, Marketing Director, Radio France



The
Wallet
crew



The Results & Impact

- **Over 50%** of ticket sales shifted to smartphones; significant reduction in paper ticket usage
- **Faster, smoother** customer experience and more secure access
- Rollout of customizable wallet-based membership cards & features (discounts, invitations, customer status) underway

30% reduction in control time spent at access points

