

Green 4 Leisure

Improve customer retention, gain valuable customer insight

In a climate where businesses in the leisure market are constantly competing for their portion of the 'leisure pound', it is paramount that they make the customer experience as memorable as possible. In order to stand out from the crowd, the 'Customer Experience Escalator' must be created to allow the business to engage with the consumer on a regular and relevant basis.

Customer Insight is essential in order to understand the customer's interests and desires. An in depth account of "their day" allows the venue to provide informational and promotional communications that it knows will be relevant to their particular customer group.

The ultimate aim for any leisure business is to turn 'visitors' into 'members', to make sure that customers come back for repeat visits and that customer loyalty is maximized. A Football Club is perhaps a prime example of how supporter passion is exploited and turned into loyalty throughout the life cycle of the supporter. Although a leisure organisation does not have this born supporter passion and loyalty, a focus on nurturing customer relationships will make this ideal within reach as long as the 'pre and post visit' experience is given as much value as the customer experience at the venue.

How easy is it for customers to purchase a ticket? Can customers pre-book equipment to save queuing time at the venue? Are you communicating with customers after their visit to make it easy for them to rebook? Can you tailor future communications to each customer's preferred product or activity?...

These are all questions that you should be asking in order to maximise customer retention and increase repeat visits.

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 Microsoft Dynamics

Green 4 Leisure

The Green 4 Solution for Leisure organisations consists of a number of different modules to help aid customer communication and information flow at all stages of the relationship and at all touch points. The core objective is to maintain all customer information in a central CRM database. Green 4 negate the need to integrate a CRM database with online booking systems or exporting customer data to mail houses or email marketing systems.

Green 4 Leisure is an end to end solution built on the Microsoft Dynamics CRM platform. Green 4 have extended the core Microsoft product to include marketing tools such as online booking functionality, email communications and esurveys, data profiling and segmentation, and most importantly, rules based communication automation which ensure a relevant follow up to every visit.

Not only does the system help to simplify the process of booking onto an event, it means that the booking is recorded directly in CRM and becomes part of the marketing process to trigger informational communications and post event eSurveys.

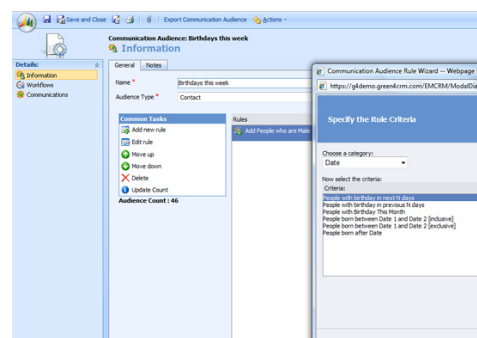
4 CRM

It is an ongoing challenge for businesses to maintain a complete picture of all their customers and supporters. Microsoft Dynamics CRM is at the heart of Green 4 Leisure and provides a central database to make managing customer information much easier. This market leading CRM system has been configured by Green 4 to meet the needs of the Leisure industry. Customer interests, demographics and preferences, in addition to all their interactions with your business ; their purchase history and offers they have responded to, are held in a central database to give all employees a 360 degree view of the customer. Powerful profiling and segmentation tools make for easy creation of audience lists in order to deliver appropriate, personalised communication to all categories of customer.



4 Segmentation

Green 4 have developed a **'Communication Audience'** tool which enables sophisticated segmentation of customer data based on a number of rules and criteria. This feature provides the ability to look at data based on frequency of visits or non visits, purchase history, how a customer has responded to a marketing campaign, demographics, membership type or a cross section of criteria. The rules are dynamic so data pockets can be created and are automatically updated as the CRM database changes. Workflow rules can be used to send automated email campaigns to any audiences that have been created. For example, an audience of 'everyone with a birthday in the next week' can be created and each week an automated personalised birthday ecard can be sent to customers celebrating a birthday in the coming week.



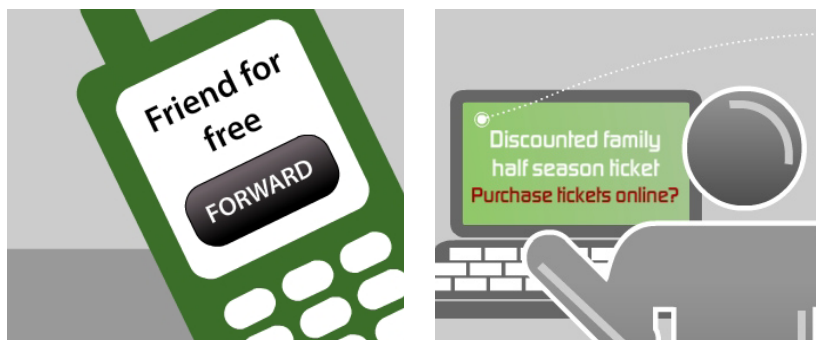
Capturing customer data has always been a challenge at the point of sale, especially for large groups. Green 4 Booking can provide online facilities that enable new contact data to be captured during the online booking process or post event when promoted by an email campaign to the group organiser. New contact data is then matched with existing data records or new records are created automatically.

The Green 4 Booking module forms part of the overall CRM system, both details of the booking and the customer are recorded in the system. This is a key advantage in providing high levels of customer service as it allows follow on informational emails and post event surveys to run automatically. Furthermore, as the booking data is recorded in CRM, this means that the data is also available for future eCampaigns.



Email Confirmation is automatically sent out containing details of the booking.

The transactional correspondence via email after someone has made a purchase online is a key initiator for ongoing communications with your customer. The initial information is considered valuable by the customer and so will achieve higher response rates. This provides a perfect platform to set up automated emails that they receive prior to their visit or event, perhaps containing a 'Pre-Arrival Check List' with possible up-sell offers; a mechanism to gain additional revenue even before a customer enters the venue.



4 Communication

Truly leverage and harness the power of your data held in the CRM database with the 4 communication suite. Good use of communication, in the form of promotional emails, informational emails, newsletters, SMS messaging, online surveys and RSS newsfeeds can enhance relationships with customers dramatically.

Use the 4 Template service to quickly prepare reusable, branded email layouts. Approve the design, balance content between email and micro-site to ensure measurement is optimized. Use tried and tested formats for Newsletters, Alerts, Surveys, and last minute offers.

Green 4 Leisure also includes a HTML editing tool which enables the Marketer to simply edit content that is being applied to the HTML template, thus reducing design time and negating the need to edit the HTML directly.

In conjunction with Microsoft Dynamics CRM the 4 Communication suite will enable you to create an audience for your campaign and incorporate personalised content. You can choose content from profile data held within Dynamics CRM and also add your own email content, text and images into the replaceable areas.

Statistics to measure campaign success and the feedback of campaign responses directly to the Dynamics database. They will also automatically update the supporter's profiles in readiness for follow-on campaigns. The statistics show how many emails have been delivered, the number of bounces, invalid email addresses and unsubscribes. The stats also drill down into the specific nature of responses that have been made; the micro pages visited and click throughs to linked websites.

With clever structuring of the pages it is possible to get an exact measure of the success of the campaign. In addition to the 'at a glance' stats, Green 4 Leisure also provides a complete audit trail of every click through by every participant, including updates to their own profile and responses to your call to action.



Communication: TeamCard Ipswich 13/10/2006

Publish Progress	
Total	4739 100%
Published	4739 100%

Email Progress	
Total	4739 100%
Sent	4628 97%
Invalid	104 2%
Bounces	0 0%

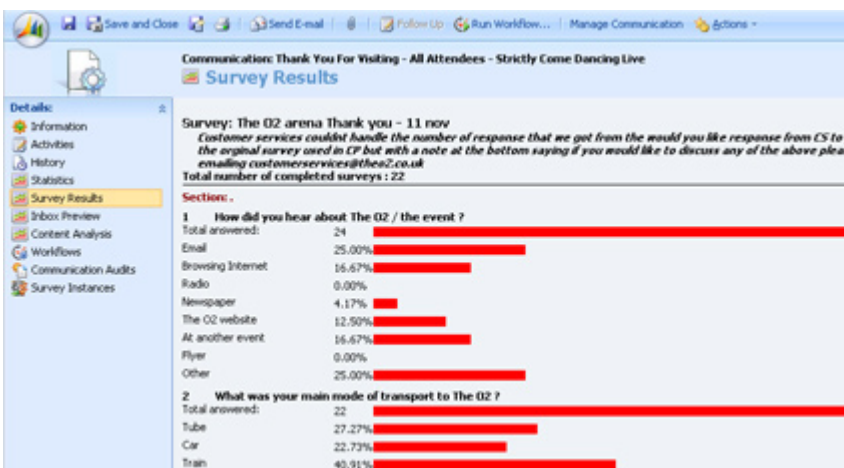
Email Bounces	
Total	0 0%

Web Page Hits	
unsubscribe.html	13 0%
story3.html	28 0%
story1.html	66 1%
unsubscriberesponse.html	13 0%

4 Surveys

The embedded survey tool within Green 4 Leisure provides the tools to build sophisticated surveys and questionnaires. With a choice of formats, question dependencies and the type of response you want, 4 surveys enables you to deliver either vote based or in depth questionnaires. All survey responses are held within the Dynamics CRM database and can be analysed using the inbuilt query tool.

This “closed loop” environment makes it possible for your business to listen and learn from all campaigns that you deliver. This in turn, guarantees unparalleled response rates.



Thank You

chill factor^e
Manchester's Indoor Real Snow Centre

Dear Adam,

We hope you enjoyed your visit to Chill Factor!
Firstly congratulations on completing the Ski Tester Lesson, this means that you are now ready to progress onto a Beginner Lesson. Beginner Lessons can be taken in a variety of ways, all of which will have you learning the basic techniques in no time. Each lesson package is designed to fit around a busy lifestyle so you can learn at a time that suits you.

Beginner Day Lesson – Learn to ski in a day!
Beginner 3 Week Course – Learn at the same day and time over 3 weeks
Beginner 2 Day Course – Learn to ski with 2 half day lessons
Beginner Individual Levels – Flexible lessons which can be taken in level stages at a time to suit you.
[Click here to find out more about the beginner lesson packages available to you.](#)

Your experience matters, so tell us your views...

Guest satisfaction is our prime objective and we would greatly appreciate your feedback following your experience at Chill Factor!

Please complete our online Guest Satisfaction Survey, which should only take a few minutes, and WIN a £50 Gift Voucher.

All completed surveys will be automatically entered into our monthly prize draw to win £50 worth of Chill Factor gift vouchers. These vouchers can be used towards a future visit or as a gift to introduce Chill Factor to a friend or relative.

CLICK HERE TO COMPLETE THE SURVEY and be in with a chance of WINNING A £50 GIFT VOUCHER

update details | book now | contact us | terms & conditions

THE ULTIMATE ATTRACTION
Ski Play Climb Shop & Dine

chill factor^e
www.chillfactor.com

Benefits

- Simplify and automate the booking process
- Increase customer insight
- Reduce administration costs
- Improve customer service
- Increase revenue through up sell opportunities
- Automated acknowledgements improve customer service
- More efficient customer service at venue
- Measured campaign ROI
- Personalised communication
- Streamlined customer service

About Green 4 Solutions

Green 4 Solutions was established in January 2006 and have now become a leading supplier of CRM and customer interaction solutions to the professional sport and leisure sector. Green 4's client base now includes over 30 English and Scottish Football League clubs, plus some of the country's most iconic horse racing courses and representations from Rugby Union, Rugby League and winter sports. With over 70 different sports and leisure operations now using Green 4 CRM, our experienced team is fully skilled in delivering, implementing and supporting these solutions, with the capability and credentials to help you realise the exciting opportunities available with personalised and segmented electronic marketing. Our systems are powerful, simple and cost effective tools that allow businesses of all sizes to have access to solutions previously only available to the elite few.