



Green 4 Loyalty

Improve customer retention, gain valuable customer insight

Green 4 provide tightly integrated CRM and eCommunications solutions which offer Sports and Leisure organisations with complete visibility of their customers and supporters, in particular their spending behaviour and patterns.

When integrated with transactional systems such as Ticketing, Merchandising, Venue Access, Food and Beverage and Corporate Sales, it is possible to establish a clearer picture of how a supporter engages with the team or venue.

Do they arrive early with friends and have a beer? Do they always buy the new home jersey? Are they a regular visitor or just make the big games? By accumulating and analysing this data it is possible for the team to be more proactive with its marketing, thus providing the ammunition for highly targeted campaigns based on known spending and attendance behaviour.

Any communications strategy needs to be targeted and clearly understand the needs of the fans. Once patterns of behaviour are understood it is possible to influence additional expenditure by encouraging customers down a path that they are familiar and comfortable with, simply engaging them personally and taking their support to another level.

Without access to personal data marketing campaigns are largely “shooting in the dark”, providing content and making offers that may be entirely irrelevant to the customer. This is where valued information is turned into SPAM and has the opposite effect to that which is desired.

However, it is not always easy to accumulate data from customer transactions. In many environments it is difficult to capture both the customer profile and the transaction details particularly if you book as a party or purchase items whilst in a long queue. In both scenarios it is inappropriate to slow down the process to ask for contact details.

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Green 4 Loyalty

The simple answer is to incentivise customers to provide their personal details without slowing down the process. Easier said than done, however, with the introduction of a loyalty program the organisation provides both the incentive (earning points to gain rewards) and a mechanism which does not slow down the transaction process.

The simple introduction of a Loyalty card which identifies the individual through a UID (Unique ID) embedded in a magnetic stripe, barcode or RFID chip. At the point of transaction, the customer need simply enter the details or swipe his card to join the contact details to the purchase transaction, the customer simply swipes or taps his card to adjoin it to the purchase or access transaction. Using this simple method, the organisation has the ability to record every action made by the customer.

From a marketing perspective this is the perfect scenario as the organisation now possesses the “fuel” that is required for a successful marketing campaign. We better understand the customer behaviour and have a ready-made program that allows us to communicate with loyal members on a regular and pro-active basis. The teams’ marketing strategy can now incorporate offers related to the loyalty program and can be considered both informational and promotional.

Furthermore, the mechanics and rewards of the scheme are under the complete control of your organisation. Rewards can have a monetary value, but in the sporting world it is often the cherished “money can’t buy” offers and VIP privileges that are hugely important to retaining loyal customers and also make it easy for the organisation to control the redemption process.



Whatever the marketing strategy surrounding the loyalty program, it is essential that the mechanics of the program are in place to allow the organisation to capture the data, aggregate transactions, calculate points, make them visible to the consumer and allow them to be redeemed against purchases and offers. This document describes how Green 4 deliver the technology that allows a loyalty program to be implemented.

Technical Overview

In the simplest deployment, the Green 4 Loyalty system can collect uses of cards from Green 4 Integration and allocate points to the cards based on rules such as the event attended or the time of entry into the venue. Data can be exported and used independently to determine and fulfil rewards for loyalty.

By integrating with ticketing and other transactional systems this is extended to provide personal information about the card holders and allows points to be calculated based upon the transaction occurring in these other systems. With this personal information it is possible to make available a web portal for customers to see their transactions and points rewarded or redeemed.

A redemption service is available that facilitates reliable integration into other systems for points redemption. For example it could allow a retail system to determine available points and consume points as payment for merchandise. Communication services are also available to allow customers to be informed of their point’s balances or notified of rewards or other promotions.

Points Calculation

Various rules and configurations are possible to calculate points. Simple configurations requiring minimal management can calculate points defined against a particular event or fixture or product, or through points allocated against actual spend on a transaction. More sophisticated rules offering extra points based on previous behaviour are also possible. Some examples.

Allocate X points to a card attending a particular event.

Allocate Y points to a card per purchase of replica shirt.

Allocate X points per \$ spent in the retail system between two dates.

Allocate double points for cards that have earned more than X points in the current season.

Communication

The Communication module allows email and SMS communication with card holders. With the real time interface to Green 4 Integration this facilitates simple welcome messages or immediate promotions as card holders enter the venue. Equally the modules can be used to identify card holders based on their points earned and spending patterns and make promotions or notify rewards through email.

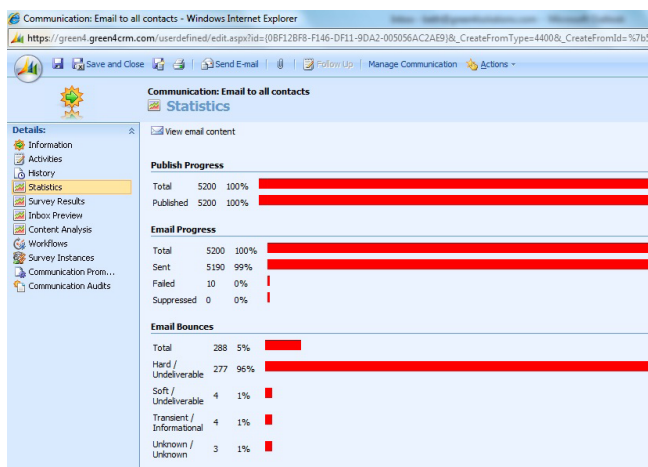
Through careful planning of rewards this can allow an effective loyalty program to be implemented without requiring integration to retail systems to facilitate fulfilment:

Send a simple welcome message to card holders entering the venue.

Send SMS with a drink voucher to a card entering the venue for the 10th time this season.

Send email inviting top 20 points earners to meet the team.

The communications are tracked and statistics are displayed in graphical form. This enables valuable information to be fed back into the system.



Points Redemption

Rewards can be allocated using the management user interface. It is possible to query and analyse the points balances and nature of transactions for each card (or person where this information is available) and to define a reward for these people, including creating the redemption transaction. Alternatively the system can be integrated with other retail systems and use points as a form of payment using the Redemption Interface.

Points Portal

A portal module allows card holders to view their transaction history and points balance. This can be delivered as an independent portal where users register and associate their card, or can be integrated via web services or HTML into an existing venue web site.

Integration with Ticketing and Retail Systems

In its most simple form the system accepts access control transactions in a real-time feed. The system also has a sophisticated and flexible integration mechanism- Green 4 Integration. This can take feeds of data from ticketing and retail systems and load and match this data to enable loyalty points and spending habits to be managed and viewed across all points of contact with the card holder.

Connectors have been developed for various versions of the system. The software is designed to facilitate the rapid and cost effective development of connectors for other systems.

Benefits

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

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, leisure and hotel industries. 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, venues such as The O2 Arena in London and The Original Bowling. In the hotel and leisure industry key clients include World Hotels, Jumeirah Hotels and Tropical Sky. With over 100 organisations 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.