

## Green 4 Ticketing

### CRM Driven ticketing – the missing marketing link

Over the past 10 years ticketing systems have played a vital role for many sports and entertainment venues and events. The introduction of computerised systems has made the management of stadium capacity, pricing bands and the collection of payments far more efficient. Gone are the days of two people ending up in the same seat or of the cash balance not equating to the number of people admitted. Integration to systems that control stadium access has also improved safety and security. These systems have been optimised to maximise the speed of the transaction and to provide customers with a real-time view of ticket availability.

The emergence of the internet as a channel for ticket sales has further improved the efficiency of these systems. No longer is it necessary to be hamstrung by the availability of staff in the ticket office or the number of telephone lines available. Ticket buyers can now make their purchase without continually redialling an engaged telephone line or driving to the stadium and waiting in a queue. The ticket purchase experience simply requires the customer to browse availability online and having found the event, location and price banding to meet their needs, simply identify themselves and make their payment. Tickets can now be sent to you, printed at home or collected on arrival at the stadium.

Many ticketing vendors have been slow to introduce online ticket purchase options, and when finally doing so, have made a transaction charge to the venue. A channel to market which should have been easier to manage, reduce staff requirements and provide an improved experience to the customer has been penalised by a transaction charge which either negates any saving that the venue might have enjoyed or angers the customer by increasing his ticket price. Even a modest sized venue with a season of home matches will pay tens of thousands of pounds in transaction charges.

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# CRM Driven Ticketing

In parallel with these developments in ticketing systems, the entire Sports and Leisure industry has, as a necessity for generating increased revenues from supporters, seen the value in the introduction of Customer Relationship Management systems. These database driven systems are essential in helping retain existing customers and encourage new supporters. By understanding the customer more intimately and establishing a regular channel of communication, many clubs and venues now have a far more proactive role to play in marketing their clubs and events. Discussions now revolve around a customer's "lifetime value" and the "ladder of commitment" as a casual visitor evolves into a diehard season ticket holder or loyal member.

In theory, the online ticketing system should be a perfect bedfellow for the CRM database, feeding all of this critical customer data into the database and thus painting a clear picture of the customer's interaction. However, in many cases this vision has not been fulfilled. The design of many ticketing systems has made it difficult for them embrace the internet (and capture customer data) and the "per ticket" charge has acted as a barrier for many customers to purchase on line, thus artificially reducing the number of customers who were willing and able to provide their contact details.

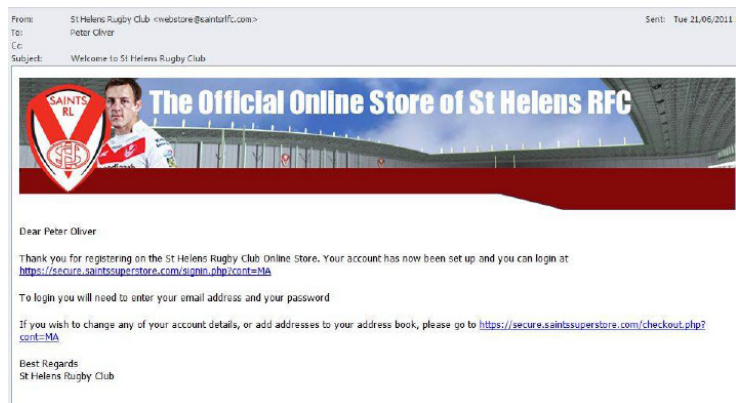
Although barriers to progress have been frustrating, the advantage of integrated transactional and customer database systems are so compelling that progress has been made. Many ticketing systems now offer integration to CRM databases, albeit there are often unnecessary cost barriers and data matching issues with a great deal of duplicate data being introduced from the ticketing system.

However, in a climate where offering high levels of customer service is paramount for improving and maintaining customer retention, organizations must think hard about how they can make it easier for customers to interact with them, whilst monitoring every engagement each customer has with their business.

With this in mind, it has become compelling for most sports and entertainment organisations to finally join up these two systems in a seamless way so that the rich vein of customer information can be continually pumping into a database which is increasingly becoming the heart of the organisation. Finally the web interface, the booking transaction and the resulting communication from the organisation have been joined together through a central database that knows all.

## Green 4 Ticketing

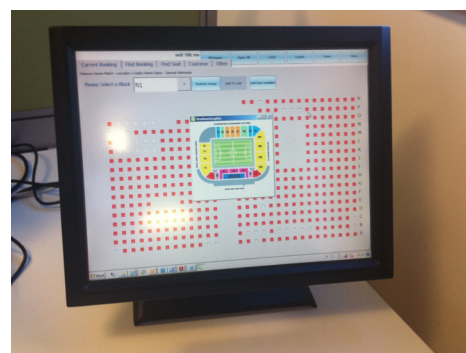
For many years Green 4 have been evangelists of the use of CRM technology as a platform for building relationships with customers. Green 4 have enriched the marketing functionality to enable comprehensive customer profiling and provides email and text marketing channels to make sure that organisations are communicating with customers and members at all stages of their relationship. The key to maintaining an up to date database has been in providing integration with other transactional systems, such as ticketing, merchandise and the website to provide the clearest possible picture of the customer.



A natural extension to our developments in CRM for the Sports and Leisure market is to negate the need for this complex integration and incorporate ticketing functionality into the CRM database in order to completely streamline the booking and customer communication process and as a matter of course, create a single profile of the customer for all of their interactions with the organisation, and ensure that this data is truly at the fingertips of everyone within the organisation.

Rather the traditional departmental approach, the entire organisation, from ticket office, through customer service to marketing can benefit from the availability of this information.

Using a the inherent flexible Microsoft CRM platform and building a truly customer centric experience through our on-line booking process, Green 4 have been able to create a CRM driven ticketing solution that can be tailored to suit the specific booking process for any type of sports fixture, event or other scheduled activity which can be available online, at point of sale, in a call centre or through a kiosk. Not only does this remove the need for complex integration between different systems, but having powerful CRM and eCommunications features means that profiles of customers are constantly enriched with all their interactions with the business and messages can be highly targeted and relevant to each individual and delivered using the eCommunication tool. These may be in the form of automated order acknowledgements, pre-event checklists and travel information which provides a perfect upsell opportunity.



# The Missing Marketing Link

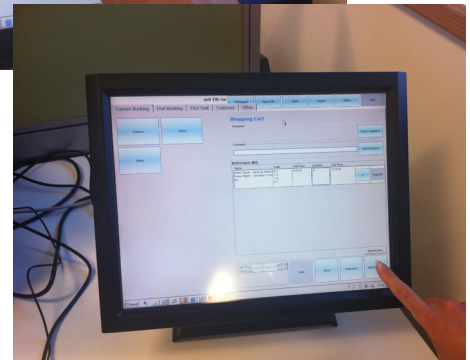
Post event survey, thank you's and highly targeted follow up offers can all be an automated part of the booking process. In essence Green 4 Ticketing provides the missing communication link, the event booking information which is critical to any meaningful dialogue with the customer. Now you have the ability to promote your event to targeted audiences based on past purchase history. The state of the art web 2 environment also provides the mechanism to link your event to other sources of content such as reviews, blogs and social networking sites. This in itself provides a further channel to market for your event. By linking twitter blogs or facebook communities to the event booking page increases the awareness of the event to anonymous audiences and creates a viral marketing message equally as powerful as any other channel.

Although your CRM strategy will always be to increase the depth of your customers knowledge, integrated ticketing provides a great customer experience and the opportunity for you to use this customer insight to offer highly relevant and targeted services,

## Features

### Ticketing

- Modular process set up to suit each a variety of different ticket sales process.
- Ticketing transactions automatically fed into CRM database.
- Scheduler.
- Multichannel.
- Capacity Management - capacity is allocated through resources (areas of the venue). The resources can be seated or non seated.
- Enter promotional codes to receive a discount.
- Associate a promotional code for specific contact.
- Choice of Search criteria e.g. Search on date, type of event, location...
- 'Add to Calendar' option and 'email to a friend'.
- 'Web 2' technology enabling event promotion via social networking sites.
- Print tickets, membership cards or receipts using industry standard hardware.
- Print tickets to RFID cards and other RFID devices.



### Seat Picker

- Purchaser can see a visual display of all available seats, unavailable seats and prices.
- Mouse over seats to display a summary price and availability.

### Membership

- Profile Membership status in CRM database.
- Purchase and upgrade membership online.
- Send automated ecommunications on membership renewal anniversary.

### Online Payment

- Take payments through multiple payment methods.
- Online card processing with Commidea. Chip and Pin card processing with Commidea. Cash pay-ment. Invoice payment.
- Other payment providers can be integrated on request.



## Retail/ Single Shopping Basket

- Online functionality to enable retail and ticketing purchases in one single transaction.

## Promotional Codes and eVouchers

- Customers can redeem electronic vouchers online or use promotional marketing codes to help marketing teams track purchases from campaign initiatives.

## Marketing

- Single Customer Profile.
- CRM Database with powerful comprehensive profiling capabilities.
- Dynamics Audience Creation.
- Automated personalised eCommunications.
- Viral Marketing through Social Media and 'Refer a Friend'.
- Online registration portals to enable non purchasers to register their details.
- Measure ROI in real time without the need to wait for datafeeds. i.e. See immediately the value of sales generated from marketing activities.

## Access Control Integration

- Associate product sales with access to particular zones.
- Send access control information to associated access control software.

## Reporting & Analytics

- Sales can be analysed according to time, product categories, payment methods and sales channels.
- OLAP cube to allow rapid analysis and drill down to understand who is purchasing what, how and when.



## 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 has now become a leading supplier of CRM and ticketing solutions to the professional sport and leisure sector. Green 4's client base now includes some of the UK's leading leisure and entertainment venues, 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.