



Club: LeMans FC (MUC 72)

Country: France, Ligue 2

Stadium: MMArena

Capacity: 25000

Benefits:

- Pivotal to achieving the sporting and business vision of LeMans FC
- Puts supporters at the centre of LeMans FC activities

Value:

- **Leverages MS Dynamics CRM**
 - Pre-built platform
 - Shorter project development cycle at lower cost
 - Enabling Green 4 to rapidly deliver the solution to meet the needs of LeMans FC
- **Closed loop CRM**
 - Feedback that improves effectiveness
 - Database growth
 - Data enrichment
- **Single database**
 - Combines personal and transactional data
 - Enables 360 degree view of customer behaviour, needs and wants
 - Socio and geo-demographic analysis enable development of highly targeted promotions

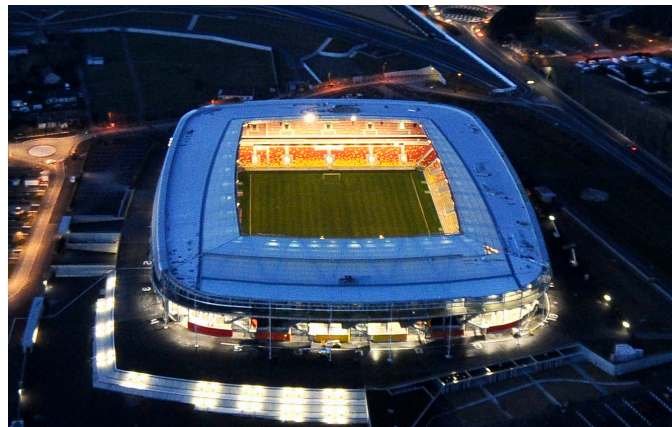
CASE STUDY: GREEN 4 SPORT FOR LE MANS FC

Changing Supporters into Valued Customers

If the appetite for football in France has reached a plateau then its understandable; after being crowned FIFA World Champions in 1998, cynicism overshadowed defeat in the 2006 final; the 2010 squad was notable for attracting attention off the pitch and delivering poor quality on it. Some close to the heart of French football suggest the national mood for the game lacks Latin fever and Anglo-Saxon passion.

Delivering LeMans FC's ambitious new stadium is not just about creating a new venue in line with core values of innovation and lasting development. There is a desire to re-ignite the fire for the game at club level, sparking national amour, by focusing on supporters as valued customers.

21st century consumers demand full satisfaction of a range of expectations; to meet its ambitions LeMans FC must win brand loyalty by satisfying perhaps the toughest consumers of all: Football fans.



An Ambitious Vision for the Future

Reduced profits from Matchday sales meant that there was a dependence on cash from TV rights, over-exposing the business to something that is beyond its direct control. Analysis of falling supporter numbers at Le Mans FC could be attributed to factors such as lack of entertainment and comfort and could be seen as symptomatic of a general levelling off of enthusiasm for the game nationally.

The club formulated a strong vision for the future driving success on and off the pitch by innovating and developing talent. It set class-leading 5 year objectives; both on and off pitch, a vital element was recognising and meeting the expectations of supporters.

The club launched this vision for the future at the LeMans seminar, seeking to identify the best partners for the project.



Green 4 Expertise Puts Dynamics CRM at the Hub

Green 4 was selected as partner to put CRM at the heart of commercial operations. Microsoft Dynamics CRM is a hub around which Green 4 has integrated customer touch points including a marketing communications system, supporter web portal, online ticketing and merchandise sales, car parking and other transactional systems.

Placing all supporter records and transactions in a single database enables a 360 degree view and an understanding of behaviour, needs and wants. This enables a truly integrated electronic communications platform for delivering highly targeted messages and sales promotions.

Offers are matched to the behaviour and needs of supporters. Matchday ticketing and cross and up selling expand the potential of catering and merchandising. Key marketing tactics include a loyalty programme and a reward system that places the emphasis on emotional rather than material incentives.

The intelligence gained from feedback and analysis tightly closes the loop. The solution provides a single converged database into which all the clubs systems are plugged. It is also a valuable asset with which to pursue mutually beneficial commercial partnerships.

Stage 2 of the project, the MMArena Smart Card project is currently working towards the vision of a cashless stadium environment. It links each supporter's electronic account to four LeMans FC customer touch points: smart card, smart phone, smart website and smart kiosk.

Statistical Examples

- Statistical evidence provides strong support for the effectiveness of the system

18% click rate and 600 visits to online ticket office

550 hits and 828 iPhone app downloads in first 48 hours

Match Reports Centre averages 580 page impressions per match

MMArena 3-D preview & experience movie 21% open rate and 4000 clicks in first 48 hours

Measurable Results

- Database Growth & Enrichment
Data capture has grown data base supporter records by over 600% (May 09 - May 11)
- E-marketing
E-marketing results demonstrate the success of campaign tactics
- Sales promotions
Targeted promotions yield measurable sales of tickets, merchandise and catering services
- Surveys
surveys yield valuable detailed information and views of supporters
- Research
Research platform for co-branded and commercial partner promotions

"Green 4's rich experience in sports marketing and expertise in Dynamics CRM comes together to ensure LeMans FC moves towards its vision."

Félicien Laborde, Responsable Projet MMArena
(Project Director)

Green 4 Sport Moves LeMans towards its Vision

LeMans FC website is a focal point for supporter community; supporter accounts hold personal information that delivers valuable database enrichment. Data analysis provides socio and geo-demographic intelligence. There are four clearly segmented lists within the database targeted with exclusive, premium and relevant content.

Green 4 Sport is a platform for continuous, well managed, planned and executed marketing activity. Combined with first-class service and exciting and dramatic sporting experiences, LeMans FC has the capability to close the loop and convert occasional spectators into true fans relatively quickly. Helping a nation rediscover its love for the beautiful game may take a just a little longer...