



POINTS MAKE PRIZES AT THE PHILADELPHIA UNION

Philadelphia Union MLS team has taken the integrated solution approach with SkiData's portfolio of customer interaction solutions including: Access Control with Smart Card RFID Technology, Print@Home Technology and Loyalty/ Membership solutions.

Philadelphia Union MLS team wanted to be at the leading edge of Smart Card RFID technology in the US stadium space. They have achieved this positioning by integrating Smart Card technology that acts as a Season Card Pass for entry to the stadium, to a Microsoft Dynamics CRM/loyalty system that is able to manage memberships and calculate loyalty points passed on supporters' interactions with the club.

The club realised that by awarding points to supporters for entering the venue earlier or attending a midweek match against a non-marquee opponent could have a hugely positive impact on traffic flow entering the stadium, attendance and match day revenue.

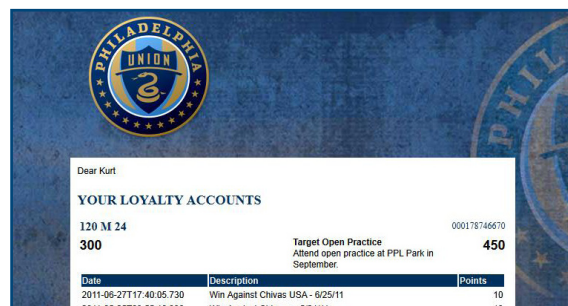
to administer their membership whilst at the same time using their data to maximise the value of communication with its members, players and match officials.

The use of a single RFID Smart Card and the collection of transactional data into a Loyalty/membership CRM system, has enabled Philadelphia Union to allocate points based upon transactions occurring in these systems. Once in the loyalty/membership CRM system, the points can be used to purchase a number of 'money can't buy offers'. The system will then take points off the loyalty account as they are redeemed.

The loyalty/membership engine also pushes electronic communications to inform customers about their point's balance and notify them of rewards and promotions. The Club has also made a web portal available for customers to see their transactions and points rewarded or redeemed. This information is fed from the CRM database into the membership/loyalty database for up to the minute loyalty balances and transaction.

Points Calculation

The powerful Microsoft Dynamics CRM database calculates the loyalty points based various rules and configurations. These can be defined against a particular event or fixture or product. As these points are accumulated through supporter activities, they are accumulated against the supporter's loyalty account. A supporter loyalty portal provides a list of the prizes that are available for redemption.





Money Can't Buy Prizes

At the beginning of the season, The Union developed a 'Prize Structure', which included a ladder of 'money can't buy' offers available for redemption with the supporter's loyalty points. These ranged from the opportunity to attend a team practice session, watch the pre-match warm ups from field level, seat upgrades, framed Jerseys and the ultimate prize of 'Fan of the Year', receiving recognition at the opening game of 2011 and a paid stay at Atlantic City.

Currently The Union use the system for Season Ticket Holder Auctions. Loyalty points are used by bidding on auction items that can be made available.

Supporters are able to use the points from any season ticket card on their account for auction items. Points used in auctions are deducted from their account starting with the seat that has the most points. (For example, say seat 1 on the account has 300 points and seat 2 has 200 points. The winning bid is 400 points on an item, so in this scenario, 300 points will be deducted from seat 1 and 100 points will be deducted from seat 2.)