

SKIDATA Creates Loyal Fans with PPL Park Project

SKIDATA is a global technology leader in access control solutions for stadiums, arenas, ski resorts, amusement parks and airports with solutions that encompass custom designed software and hardware that are intuitive, stylish and easy to operate. Our **SKIDATA 4 Venues** platform integrates with all 3rd party ticketing and revenue management platforms helping venues to optimize performance, reduce labor, eliminate fraud and secure entry all while maximizing profits through advanced customer relationship management and fan loyalty strategies.

The Data 4 Venues solution was recently installed at Philadelphia Union's PPL Park and consists of solution based access control systems complete with 32 RFID readers and turnstiles as well as a CRM

based fan loyalty platform. Over 12,000 season ticket holders paper booklets were replaced by a personalized individual RFID season ticket card. The goal of the project was to add value to being a season ticket holder and to foster loyalty by creating a points based rewards program and personalized fan portal. The system allowed fans to log-in to their account to view points and achieved prestige member level and to bid and redeem points for VIP "money can't buy" experiences and merchandise like VIP pre-game practice access and game-worn jerseys and boots. The club's most valuable fans were incentivized to attend all home games and off-site events and to enter the stadium early, thereby increasing in-house F&B and merchandise revenue while creating actionable

intelligence on the visitation and spending behaviors of fans.

On the adoption and success of the solution, Mike Quarino, Vice President, Ticket Sales & Fan Services at The Philadelphia Union, commented, "The fan feedback on the change to the Union season ticket card and the addition of the loyalty program was better than we had hoped for. We polled our season ticket holders and 85% preferred having the Season Ticket Card with the loyalty program over having standard printed tickets."

To learn more about The Data 4 Venues solution contact SKIDATA at sales.pa.us@skidata.com or call 303-980-4441.



Rewarding Solutions from SKIDATA

World class access control tightly integrated to advanced CRM and fan loyalty solutions for actionable insight into your fans attendance and spending behavior patterns.

Visit booth 417 at the 2012 INTIX Conference and Exhibition to learn how to increase your fan engagement and loyalty.

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