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## CRM IS 'IN THE BAG' FOR THE BAGGIES

Green 4 Solutions is delighted to announce that West Bromwich Albion have become their latest signing. The recently promoted premier ship club will implement Green 4 CRM to help them pool all their supporter and customer data into one single database. Green 4's solution for Sport and Leisure is based on a tailored version of Microsoft Dynamics CRM. West Brom will benefit from the functionally rich and easy to use familiar user interface of Dynamics CRM but the Green 4 components will give them a better fitting solution for their business.

The main source of up to date data is currently held in their ticketing system, Tickets.com. It was becoming increasingly difficult for the marketing department to have this data available at their fingertips and to send targeted marketing communications to specific audiences based on supporter and customer profiles. Green 4 will implement their integration mechanism so that transactional data is fed nightly into CRM, de-duping on the way. The data will then be held in profiles within CRM so that the marketing team can enrich these profiles to make sure that future offers are targeted and relevant to each supporter.

Green 4 will also work with West Brom to provide a system that manages and automates their corporate selling process. From within the Microsoft Dynamics database, Green 4 will tailor the sales process automation module so that it is in-line with the selling process of West Brom, which will streamline corporate client orders and also provide a system to track and profile future opportunities. The powerful reporting capabilities will also provide management teams with at a glance dynamic reports to graphically illustrate Key Performance Indicators. For example, reports can run per match so that hospitality managers can quickly see the details of people in each suite and send details to the chef to maximise efficiency.

Adrian Wright Sales and Marketing Director Comments, 'Following last season's promotion to the Premiership we felt that we needed comprehensive CRM technology to help us maximise sales opportunities. With Green 4 in place we hope to enhance our approach to corporate hospitality and sponsorship sales. We also wanted to make sure that we were making the most of our data and to do this we realised we needed to have a more integrated approach to help us build detailed customer profiles so that any revenue opportunity is identified.'

### About Green 4 Solutions

Green 4 Solutions is a leading provider of Microsoft Dynamics CRM solutions to the Sport and Leisure industry on and off the pitch. Using this software platform, Green 4 have developed tailored solutions that help manage supporter and customer information. The end-to-end solution provides integration to other transactional systems, powerful profiling and segmentation tools and eCommunications functionality to provide the ability to send out highly targeted email campaigns to help businesses gain valuable customer insight. Most recently Green 4 have taken the Microsoft Dynamics CRM platform and developed Player Performance. Moving on the field, this solution provides coaches with the ability to easily capture, store and monitor all player information allowing more analysis and in-depth understanding into specific influences on performances.