

Press Release – 18th July 2007. CRM for the Foxes

Green 4 Solutions is delighted to announce that Leicester City FC is the latest edition to the Green 4 Sport family. After a 3 month pilot, Leicester City have begun full implementation of Green 4's sports version of Microsoft Dynamics CRM, together with Green 4's own closed loop marketing and on-line ticket integration services.

The new solution will provide The Foxes with the tools needed to replace hard copy, direct marketing with more cost effective electronic communications with all aspects of their customer base. In addition to direct communications with supporters, the Dynamics sales process automation functionality will enable the club to take a much more proactive drive towards promoting season tickets, events and match day hospitality.

With the state of the art 32,500 Walkers Stadium it is a vital that Leicester City are able to use all of the available data to proactively market match days, season tickets and corporate hospitality. Using the solution from Green 4, they will be able to refine their data to create customer 'pockets' so that marketing messages can be tailored to each individual supporter group. Green 4's integrated eCommunications tool will mean that the club can send out personalised html emails to specific segments of supporters These can be in the form of monthly newsletters, supporter surveys, season ticket renewals, corporate hospitality offers etc.

Jamie Tabor, Marketing Manager at Leicester City comments, "We are excited by the potential offered by Green 4 CRM. The sales automation process should enable us to streamline our procedures to make the operation much slicker from start to finish. We feel that this end to end solution will help us to focus on improving our supporter and customer relationships."