



## PRESS RELEASE – 7 DECEMBER 2006

### HULL FC SEEK TO MAXIMISE RETURN FROM LAST SEASONS SUCCESS.

Green 4 Solutions are delighted to announce Hull FC as the latest addition to their customer portfolio. The 2006 Super League Grand Finalists and 2005 Challenge Cup Winners become the first rugby league club to implement Green 4's solution for sports clubs, Microsoft Dynamics CRM and Green 4's integrated communication suite.

Over the coming months the new system will be rolled out to facilitate improved supporter interaction. With all supporter data held in the CRM database, Hull FC have a perfect platform to begin powerful profiling and segmentation of their data so that their future marketing campaigns can be highly targeted with personalised messages for each particular supporter audience.

Using the 4 Communications Suite, Hull FC will be able to offer supporters a more personalised version of their Grapevine newsletter. The club will be able to track which articles and product offers work and will be able to offer Sponsors analysis of all responses to their campaigns.

As well as news items, ticket and merchandise offers can be delivered to supporters directly via email. In addition, the "4 Portal" will allow supporters to keep their own information up to date so that the club can send more specific and relevant information to different segments of their supporter base. The Club will learn more about their supporters from the click stream analysis and also from supporter surveys that they will be able to run on a multitude of subjects. The results, stats and reports of exactly where each recipient has visited and what they have said, are automatically updated against each supporter profile in the CRM system.

James Rule, Commercial Director at Hull FC comments,

*"We have a growing supporter base with more sophisticated and diverse requirements, it has become crucial for us to deploy a supporter management system in order to ensure that we can respond to their needs. I am confident that with this system we will improve communication with our fans."*

## ABOUT GREEN 4 SOLUTIONS

Green 4 Solutions provides customer centric CRM solutions integrated with powerful marketing communications components that enable professional sports clubs to truly harness and exploit the power of their data and create an environment of personalised ecommunications, dramatically improving their marketing penetration and supporter relations. With extensive experience working with professional sports clubs, Green 4 realise the CRM needs of the industry and have tailored the latest version of Microsoft Dynamics CRM to meet their marketing requirements. Green 4 work very closely with Microsoft and are affiliated with the Microsoft in Sport & Leisure partner consortium.

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