

# GREEN 4

BUILDING SUCCESSFUL DATA-DRIVEN **CUSTOMER RELATIONSHIPS**  
FOR **SPORT, LEISURE AND VISITOR ATTRACTIONS**

CRM | TICKETING | MARKETING



**Microsoft** Partner  
Gold Independent Software Vendor (ISV)



[www.green4solutions.com](http://www.green4solutions.com)

# GREEN 4'S VISION

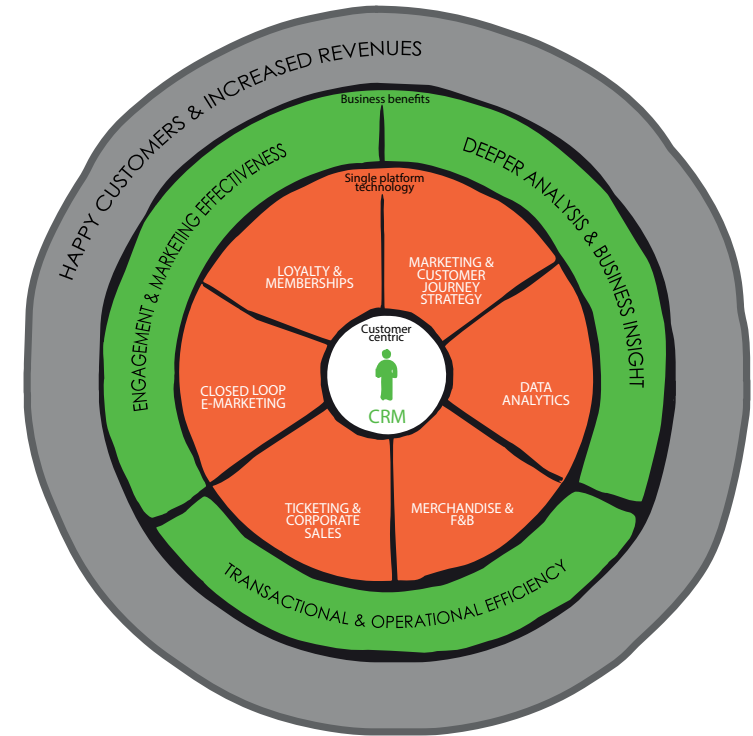
## TRANSFORMING YOUR CUSTOMER EXPERIENCE TO ENSURE BUSINESS SUCCESS

At Green 4 we know that if you put the customer at the centre of your business, you will achieve success. We provide the technology and services to guarantee you accomplish this.

Our technology solution, Go, based on Microsoft Dynamics, provides a single platform for all your customer engagement needs.

Our wide range of services allow you to engage with specialists who provide you with the strategies and best practices needed to ensure that our technology is used effectively from the start. We have experts in implementation, account management, digital, insights and consulting keen to partner with you on your transformation journey.

Our approach has been proven to give you happier customers and increase revenues.



# WHY GREEN 4?

---

The long term strategic significance of customer experience to both B2B and B2C businesses is without question. Leisure and sport sales tend to be emotionally driven decisions making it vitally important to engage customers through CRM-linked communications and social media channels.

Competition for disposable income is fierce. Integration to CRM is a necessity. It enables organisations to close the loop with customers by identifying effective marketing channels and maximising loyalty and revenue streams. Consequently the choice of solution partner, sector specific customisation and CRM platform is a cornerstone for future success.

Green 4's client base includes over 50 visitor attractions, sports and leisure organisations including major venues, such as Silverstone, the UK's largest bowling operator Hollywood Bowl Group, and the UK's three largest indoor winter-sports facilities. Green 4 are proud that these organisations trust our software and team to support the day to day operation of their business.



We have a business that interacts with **12.5 million customers** a year and have seen an almost **immediate return on investment**. With Green 4's help, we're evolving the relationship with our customers to keep ourselves competitive and at the cutting edge in the leisure marketplace.



*Steve Burns, Director • The Hollywood Bowl Group*

# SPORT, LEISURE AND VISITOR ATTRACTIONS CLIENTS WORLDWIDE









[ SILVERSTONE ]



# MULTI-VENUE CLIENTS

hollywood bowl  
group

55  
VENUES



11 CLUBS  
5 SITES



2  
SITES



36  
CLUBS



2  
VENUES



2  
VENUES

# WHAT IS GO?

## BACKGROUND

Go allows you to transform your approach to data, providing complete control of your venue.

Specifically designed for the unique nature of sports, leisure and visitor attractions businesses, Go helps you understand your customers, grow loyalty and maximise revenue through a joined-up approach to technology.

The transactional functions of Go, from ticketing and merchandise, to corporate sales, feed the exceptional customer engagement platform.

Not only do Green 4 provide leading and innovative technology through Go and Microsoft Dynamics, but we also have the expertise to help you to deliver an improved strategy and best practice across your business.

## UTILISING DATA

The opportunity to embrace your customer data is amplified by the scalable nature of Go.

The roll up of data from multiple sites into one master solution gives an unparalleled level of power to multi-site attractions operators and sports leagues or federations alike.

Customer insight and business intelligence is achieved from an umbrella or individual site level. This insight and data can then be used to deploy targeted communications across your league or company estate.

## MICROSOFT DYNAMICS

Go is developed using the worldwide market leading Microsoft Dynamics platform, which has given Green 4 a 'head start' when it comes to development.

Microsoft Dynamics has a .NET platform and SQL server environment, with existing role based security, workflow functionality, reporting services and familiar Microsoft user interface. This allows Green 4 to focus on extending the customer centric driven solution to meet the unique needs of the sports and leisure industries.

Go can be deployed as a cloud based solution, in Microsoft's Azure Cloud environment.





# CUSTOMER CENTRICITY



## IT'S ALL ABOUT THE CUSTOMER

The customer is central and pivotal to Go. They are at the heart of the solution and all other modules are designed with the customer in mind. This enables you to gain full control of your customer data with a true 360-degree view, which is enhanced by the Go sports and leisure specific data model.

By recognising the significant importance of data, you will be able to use Go to help you understand customer behaviour with actionable insight. You can improve your customer experience, establish a quick ROI and increase long term customer loyalty.



## COMM CREATOR

**Targeted, personalised and automated.**

Go's built in eCommunication tools help to enhance the customer journey by providing personalised communication at every point.

Quickly and easily profile and segment your audience for highly targeted campaigns, using workflows to automate timely delivered messages.

Our 'closed-loop' environment makes it possible to listen and learn from campaigns, easily measuring effectiveness and ROI. Include surveys where the results are written back to the customer contact, giving you even greater actionable insight.

Full click through audits are recorded against the contact record, allowing you to execute follow-up campaigns to customers that engage with your communication.



## GO DATA MODEL

Data is critical to success and that's why Go has a sport and leisure specific 'data model'.

Customer information is displayed in a format that makes life easy, with rolled-up information, such as average spend and the latest purchase, all available on the customer record.

Your understanding of each individual customer will reach new levels, empowering the marketing department and delivering an infinitely better service.

# CRM DRIVEN TICKETING

Green 4 has a revolutionary approach to ticketing, with Go being the first sport and leisure ticketing/booking solution to be built on a CRM platform. You gain complete control of your venue, from set up to promotional campaigns, feeding the customer engagement engine with powerful data.

A single shopping basket makes for a swift and easy buying experience with plentiful upsell and cross-sell opportunities.

Venue set up and pricing management is quick and easy within the Go back office. With all data easily accessed in the customer database or at a POS terminal, the power of the data can be used for a better experience.

Multiple payment methods are accepted and Green 4 are proud that Go comes free from per ticket transaction fees, you keep your ticket revenues!

## Go Ticketing Key Functionalities

- Mobile responsive web sites
- Flexible configurations / layouts
- Cashless payments
- Direct debit payments
- Graphical seating plan
- Full stadium/venue setup ability
- Best available selections
- Cross-selling and upselling capabilities
- Single shopping basket
- Vouchers and coupons
- Mobile tickets
- Loyalty points and portal
- Quick sale methods for busy periods
- Ticket buyback scheme
- Flexible pricing
- Ticket validation
- One customer account



# OTHER TRANSACTIONAL TOUCHPOINTS

Building transactional systems within the one single platform of Go ensures that good quality data is captured. This data is instantly available within the customer database for greater insight and targeted marketing communications.



## CORPORATE SALES

### A streamlined and automated sales process

Maximise hospitality, group and corporate bookings - with Green 4's data model you can streamline your sales process and effectively manage corporate clients.

A shorter sales cycle, higher close rates and improved customer retention all go a long way towards a successful corporate sales team.

Go uses the core benefits of Microsoft Dynamics so that you can manage work easily through Outlook, which ultimately provides a seamless link to a system you use every day.



## FOOD & BEVERAGE

### Swift, cashless transactions for better data capture

The food and beverage module uses the same POS interface as Go's ticketing module. It enables customers to make swift, cashless transactions.

When used in conjunction with a season or membership card, transactional data is captured directly into the customer database. This maximises visibility of how the customer engages with you, which allows you to analyse spending patterns and build a more complete customer profile.

Information is then readily available to use for targeted offers and communications that will encourage customers to spend more at your venue.

With full system control at your fingertips, dynamic menu boards, pricing and other such information can be altered with just a few clicks.



## VENUE ACCESS

### Do more with venue entry data

Venue access is a valuable data collection touch point, giving you a deeper insight into fan and customer behaviour.

Access data, such as time of arrival, feeds directly into the customer database. This data will give you a greater level of customer insight and can be used to trigger communications and loyalty points.

Reward early attendance to encourage behavioural changes that will lead to greater on-site additional spend.

Green 4 provide a hand-held access scanning solution, and we can also integrate with a number of access control providers.

# IMPROVING CUSTOMER EXPERIENCE WITH GREEN 4



## ECOMMERCE CUSTOMER PORTAL



**Simple, engaging, anywhere.**

The Go customer portal is a single sign-on website for your customers. Designed using responsive technology for an excellent experience whatever the device.

Buying tickets or merchandise, topping up your cashless card or redeeming loyalty points for 'money can't buy' rewards; it's all done from a single online account.

A full content management system allows you to keep your site content up-to-date.



## MEMBERSHIP



**A tiered structure to customer engagement.**

Memberships are a perfect way to give your customer engagement strategy more of a tiered structure, with greater opportunity for effective segmentation.

Various membership products can give access to exclusive benefits, such as the loyalty programme, an exclusive newsletter or more tangible products like tickets and merchandise.

Design a membership scheme that provides upsell and cross-sell opportunities and enhances data capture.



## LOYALTY



**Incentivise, reward and affect behaviour.**

The perfect focal point of any customer experience strategy, Go Loyalty is the most advanced loyalty programme on offer, which aims to maximise customer engagement and encourage increased spend.

Loyalty points can be accumulated across multiple customer touch points including ticket purchases, early attendance, retail and ad-hoc events such as team results or weather.



## DATA ANALYTICS AND REPORTING



**An exceptional level of insight.**

The business intelligence and reporting tool, using Microsoft Power BI, helps you understand your data and gives you deeper customer insight.

Use the tool to build rich visuals in interactive reports and dashboards, which constantly update, to help understand hidden trends in data - allowing you to get to know your customers.

Greater intelligence unlocks a more sophisticated business strategy with more targeted and effective marketing.





[ WOBURN SAFARI PARK ]



# MARC ROBERTS - OUR HALF-TIME TALK HELPED TURN THINGS AROUND

2 HOURS AGO

[READ MORE ...](#)



## LATEST NEWS

TEAM

CATEGORY

[READ MORE NEWS](#)



**BIRMINGHAM CITY FOOTBALL CLUB**



# MAXIMISING YOUR RESULTS

Alongside the technology, Green 4's specialist Go +, Consulting, Digital and Insight teams provide a range of specifically tailored services that allow you to maximise the commercial value of your Go system. These services provide the necessary expert resources and skills required to improve data quality, generate insight, and manage campaigns to generate measurable results more quickly.



**GREEN 4**  
DIGITAL

**GREEN 4**  
INSIGHT

**GREEN 4**  
CONSULTING

- > Dedicated CRM Account Manager
- > CRM and data strategy
- > Campaign management
- > Campaign execution and analysis

- > Website design
- > Website development
- > Email marketing design
- > Personalised URLs

- > Data cleansing
- > RFM analysis
- > Propensity modelling
- > Customer profiling

- > Implementation
- > On-site support
- > Training
- > Project management





## CONTACT

**W:** [www.green4solutions.com](http://www.green4solutions.com) | **E:** [marketing@green4solutions.com](mailto:marketing@green4solutions.com) | **T:** +44 (0) 845 508 8149

### Head Office

Green 4 Solutions Limited, 16-17 Midland Court, Central Park,  
Lutterworth, Leicestershire, LE17 4PN, UK.



**Microsoft**® Partner  
Gold Independent Software Vendor (ISV)