



**GREEN BEACON  
SOLUTIONS**



## Sports CRM

Increase sales, drive revenue and improve fan loyalty through customer-specific interactions

### About Us

Green Beacon Solutions partners with professional sports organizations to develop, implement and manage tailored CRM solutions that provide a single, unified view of the customer and their buying history for creating targeted promotional marketing programs that increase ticket sales.

### Solution Overview

CRM solutions enables professional sports organizations to gather predictive and descriptive customer data for delivering targeted information and offers to fans that increase ticket sales and drive customer loyalty. Additionally, the solutions facilitate discussions with external organizations that are interested in advertising with the team.

### Why Green Beacon?

**Increase Sales:** Leverage information to develop cross-sell programs or increase sales by creating up sell programs.

**Customer Service:** Track and quickly resolve customer service issues.

**Suite Inventory:** Manage game day suite inventory, bookings, and invoicing for suites and other products.

**Event Management:** Effectively manage renewal and other customer specific events to create the ultimate customer experience.

**Streamline Internal Operations:** Coordinate staff and organize tasks prior to critical events.

## Increase ticket sales and renewals, target at-risk customers, and improve customer relations with focused sports marketing and sales programs

Today's sports industry has turned into a billion dollar market on par with other "traditional" industries. Companies within "traditional" industries long ago learned how to harness the power of customer relationship management (CRM) solutions to effectively market and sell products and services, while leveraging this technology to build customer loyalty to drive repeat business. CRM solutions have enabled these companies to manage vast numbers of customers and to establish one-to-one relationships with each of them as a tool for developing targeted marketing and sales programs.

Professional sporting events prosper or fail due to the revenue generated from ticket sales and sponsorships to individuals, groups, and corporations. In order to effectively develop targeted marketing and sales campaigns, teams must be able to view the customer's entire buying experience by collecting precise, reliable and valid customer data from various sources. The more precise the database, the more precise are the targeted marketing efforts. The result is an increase in ticket sales and renewals, and a strong, loyal fan base. More and more professional sports organizations and teams have recently discovered the benefits of using CRM to facilitate their targeted marketing and sales efforts.

### Microsoft Dynamics® CRM

When it comes to CRM systems, communication is key. The ideal CRM solution should streamline the way an organization communicates with their customers and how they collaborate with each other internally. Microsoft Dynamics® CRM delivers targeted marketing, sales, and service capabilities that are fast, familiar, and flexible to help professional sports organizations to target, win, and grow profitable long term customer relationships.

### Experienced Sports Technology Consultants

Green Beacon Solutions has partnered with top tier professional sports organizations to develop, implement Sports CRM to provide a single, unified view of customers and buying history for creating targeted promotional marketing programs that increase ticket sales.

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# Sports CRM

## The Green Beacon Difference

Combined with deep technical knowledge, our experienced consultants have a strong grasp of the critical business issues impacting the sports industry. Additionally, by leveraging Green Beacon's proven development processes and project methodology—refined during hundreds of successful engagements—our consultants solve complex business and technology challenges to produce quick and reliable results. This ensures quality development services and minimizes implementation risks, while providing application solutions that run efficiently and reliably and deliver a rapid return on investment for clients.

## Solution Overview

Green Beacon's Sports CRM enables professional sports organizations to gather predictive and descriptive data for delivering targeted information and offers to customers that increase ticket sales and renewals, and drive fan loyalty. Detailed customer profiles are used to promote targeted offerings to current and future customers for tickets, game day suites, non-game events (concerts, etc.) and other revenue-generating experiences.

Resulting from our success implementing CRM solutions for several leading professional sports teams, we have developed a solution that incorporates the following capabilities:



- Established in 2001
- Headquartered in Boston, Massachusetts
- Offices in New York, Philadelphia, and Houston
- Specialists in Microsoft Dynamics Business Solutions
- ERP and CRM Consulting Services
- CompassPoint Solution Software Accelerators
- Support & Managed Services

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## Marketing & Sales:

- **Consolidated Contact Information:** Customer contact information is cleansed and merged to provide a single view of all interactions across multiple ticket-purchasing accounts and buying locations (i.e. web, ticket office, 3rd party resellers). Using analytics integrating data from various sources, teams can develop promotional marketing programs targeting specific customers and groups based upon their unique buying cycles.
- **Integration with External Ticketing Systems:** Seamlessly integrates customer and ticket purchase data from the team's ticketing systems directly into Sports CRM to deliver streamlined access to customer and purchase history for developing focused customer campaigns and events.
- **Customer and Ticket Demographics:** Allows teams to track customer purchase history to report, analyze and identify trends. The data can be used to determine customer preferences for planning future events and developing targeted outreach programs and activities.
- **Quick Search:** Enables reps to find customers easily by searching common data including: name, various ticketing account IDs, email addresses, etc. Without navigating multiple screens, returns a list of customers/prospects, and a summary of all current marketing, sales, service, and ticketing interactions—with drill down capability into each interaction—thereby enabling reps to interact with customers immediately.
- **Sales Opportunity Management:** Creates renewal, sponsorship sale, suite sale, and individual/group game ticket opportunities to track customer conversations and experiences. Order forms and invoices are generated directly from Sports CRM, eliminating the necessity of reentering customer address and purchase information onto outdated templates. Automated assignment and follow up rules are also included to support reps as they manage their daily activities.
- **Inventory Management:** Provides a single location for selling and managing bookings to avoid reservation conflicts, and tracks payments by providing a calendar view of suites (and other facilities or products) that can be leased during games.

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## Customer Service:

- **Customer Issue Tracking:** Simplifies the process of capturing, managing, and resolving customer issues before, during, and after a game. Common issues such as lost or stolen tickets are assigned automatically to specific users or teams, and resolutions are emailed to customers via email templates or through the integrated "Knowledge Base".
- **Queues:** Tracks inbound and outbound customer emails, and other activities—including opportunities, customer issues, etc. — that are managed by multiple users, and simplifies the ability to assign ownership of common activities to team/department management.
- **Reports and Dashboards:** Leverages Microsoft Dynamics CRM's embedded dashboards to enable reps and managers to create customized "home pages" of all relevant information they require insight into.