

Targeted marketing for Bradford Bulls



Superleague side Bradford Bulls began using the TALENT Sport ticketing and customer relationship management system in 2003.

Developed by IRIS Software4Sport, the system is helping the Bulls to be more focused in their marketing, resulting in increased sales.

CaseStudy
IRIS Software4Sport



CUSTOMER FOCUSED

The Bradford Bulls are renowned for their innovative and award winning approach to sports marketing and have consistently been awarded the Best Gameday Experience in the Super League.

The Bulls invested in TALENT Sport in 2003 to provide an integrated ticketing and customer relationship management (CRM) system.

Their aims for the system were to offer customers a more personalised service and drive sales by directly targeting key season ticket prospects.

TICKETING AND CRM IN ONE

If your ticketing and CRM processes are run on separate IT systems, it can be difficult and costly keeping both sets of data up to date.

As a result, your sales, marketing and

customer service staff often have no clear idea about what your customers have just bought from you, let alone their relationship or loyalty to your club. This can have a major impact on your sales figures, your operational costs and the level of service you offer to your supporters.

Developed by IRIS Software4Sport, TALENT Sport is the complete stadium management system for sports clubs and venues.

The system combines ticketing with customer relationship management in one, so all your club's activities are managed on one system, giving your staff a single point of control over your business and an up-to-date picture of your customers' purchases, demographics, loyalty and more.

TALENT Sport supports all of the key business processes of sports clubs and venues, including:

Ticketing

- Match, concert and event ticket sales
- Season ticket sales and renewals
- Online sales
- Automated telephone sales
- Email/SMS ticket notification
- Membership scheme management
- Loyalty scheme management
- Smartcard integration

Sales and marketing

- Customer relationship management
- Customer profiling
- Automated purchase tracker
- Marketing campaign management
- Html email/SMS marketing
- Corporate sales management
- Retail integration
- Merchandising & sales order processing

Finance and reporting

- Financial management & integration
- Reporting



“
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TARGETED MARKETING

Using TALENT Sport, the Bradford Bulls were quickly able to build a large database of supporters.

They were then able to profile and analyse their supporters by age, purchases, loyalty and much more, giving them a clear and up-to-date view of their purchasing habits.

Instead of blanket mailing supporters, the Club was then able to segment them into groups with common interests.

Marketing Manager, James Brammer, says:

“Using TALENT Sport has allowed us to take a far more targeted approach to marketing our gameday experience.”

“By using the CRM data on TALENT Sport I am able to identify those supporters who purchase tickets as a family group and target our family packages and junior merchandise at this audience.”

The data on TALENT Sport has helped the club drive ticket sales revenue. James continues:

“At the start of last season, the Club directly mailed key prospects that had purchased tickets during the season and we were able to attract over one thousand new season ticket holders, worth over £100 000, whilst cutting spend on media advertising.”

ABOUT TALENT SPORT

IRIS Software4Sport provides its integrated ticketing and CRM system, TALENT Sport, to sports clubs and venues.

The system is built in a modular structure, so on top of the core ticketing and CRM you can add a range of modules such as automated telephone sales, web sales, marketing, corporate sales and more.

Clubs using TALENT Sport include Bradford Bulls, Hull Kingston Rovers, Castleford Tigers, Manchester City FC, Liverpool FC, Sunderland FC, Leeds United FC, Leicester Tigers Rugby Club, Saracens Rugby Club, Durham County Cricket Club, Natal Sharks and Panathinaikos FC.



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