

# TALENT SPORT EMAIL & SMS TICKET NOTIFICATION

Sending your supporters a confirmation letter when they apply for membership or a season ticket can be time-consuming, not to mention expensive when you add up the printing and postage costs. It can also be frustrating for your fans as they wait to hear back from you.

Likewise, if you are selling tickets up to the last minute, there may not be time to post a letter to confirm the sale.

TALENT Sport's Notification facility makes it quick and easy for you to send an email or SMS to your supporters to confirm their ticket purchase, saving you time, money and helping you to deliver a better level of service to your supporters.



## AUTOMATIC AND INSTANT

TALENT Sport is a ticketing and customer relationship management (CRM) system designed for sports clubs and venues.

The system's Notification facility lets you send your supporters instant emails and text messages confirming their ticketing and membership purchases, as an automatic part of the sales process.

## KEY FACILITIES

- Simple tick box lets you send supporters an instant SMS/email for match, season and membership sales and applications
- Automatically pulls details such as customer name, contact details, match date, seat, booking ref and more into the message
- Web sales: customers automatically receive notification by email
- Automated telephone sales: customers automatically receive notification by SMS
- Create your own range of templates and messages
- Report of successful and failed messages

## KEY BENEFITS

- Instantly gives your supporters confirmation that their application was successful
- Great for your sales and marketing team: helps you gather email and mobile numbers
- Saves you time and money sending confirmations by post
- Accurate: because the system pulls the information automatically, it reduces the risk of typos or errors
- Reduces the number of calls and queries you receive
- Makes it easier for you to sell tickets up to the last minute
- Ideal for clubs who run a smartcard entry system

## HOW DOES IT WORK?

When ticket office staff process a sale or application, TALENT Sport's Notification facility prompts them to send an email or SMS with a simple tick box message.

The message automatically pulls information from the system, for example, for match

tickets, it could include the seat number and the date of the match, and for season tickets, you can opt to add a line saying when the booklets will be posted.

You can set up a range of templates with your own messages and information.

As well as saving you time and being great for customer service, it also helps you to collect mobile numbers and email addresses as supporters are typically happy to pass this on when they know it is going to benefit them.

## LEEDS UNITED CUT PAPERWORK

Leeds United Football Club began using TALENT Sport's Notification facility in 2006. So how has it helped the club?

Katie Holmes, Ticket Services Manager for Leeds United says,

*"TALENT Sport's Notification facility has helped us save over a week of administration for season tickets. Our supporters start applying in January or February. Previously, we would send them a confirmation letter in the post when we first received their form, before sending the*



season tickets out in the summer. With around 12,000 confirmations to send, it took a long time to print the letters and mail them out."

"This year, we used TALENT Sport's Notification facility to send the majority of confirmations by SMS or email. Because it is automated, we have saved over a week of wading through letters and envelopes, plus all the postage costs."

"We also use it for membership applications. Like season tickets, there is a long wait after they come in until they are sent out in the summer. This time, we sent an email or text saying when it would be delivered. It saved a lot of phone calls from fans keen to find out."

In addition to season tickets and memberships, last season, the club began using the facility for away games and the play-offs. Katie continues,

"Before, supporters would apply for an away ticket: if they were successful, we would send them the ticket in the post - if they weren't we didn't send anything. The problem with this was that the fans would have a long wait until they knew if they had got a ticket. Also, we had a few instances of tickets not being received in the post, and when fans realised that they had been charged for a ticket and contacted the Club, it was too late as the game had gone."

"Now, we send an email or text message as soon as the sale goes through, so the customer knows straight away if they have been successful."

"I would definitely recommend TALENT Sport's Notification facility to any club - it saves us a great deal of work, and the fans really love knowing straight away whether they have got the tickets they wanted."

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Katie Holmes, Ticket Services Manager, Leeds United FC

## SMARTCARD NOTIFICATION FOR RANGERS FANS

Rangers Football Club uses TALENT Sport's Notification facility for their ReadyCard (Smartcard) holders.

When ReadyCard holders buy a ticket for a match - whether over the phone, at the counter, online or via ATS - TALENT Sport messages the Smartcard system and the card is automatically topped up to allow access to the appropriate game.

At the same time, TALENT Sport's Notification facility sends the customer an SMS or email to confirm their card has been topped up and to tell them their seat number and the date of the match.

Andy Ward, Head of Ticketing for Rangers FC says:

"If we didn't have TALENT Sport's Notification facility, we would have to send a letter in the post to confirm the seat number or put together a message manually. Notification means it instant."

"For Smartcards it is really useful as there is no physical ticket, other than the topped up card, so it cuts down on queries asking for a reminder of the seat number."

## 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, Notification and more.

Companies using TALENT Sport include Liverpool FC, Panathinaikos FC, Chester Race Company, Leicester Tigers Rugby Club, Manchester City FC, Saracens Rugby Club, Bradford Bulls, Sunderland FC, Leeds United FC and Durham County Cricket Club.



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