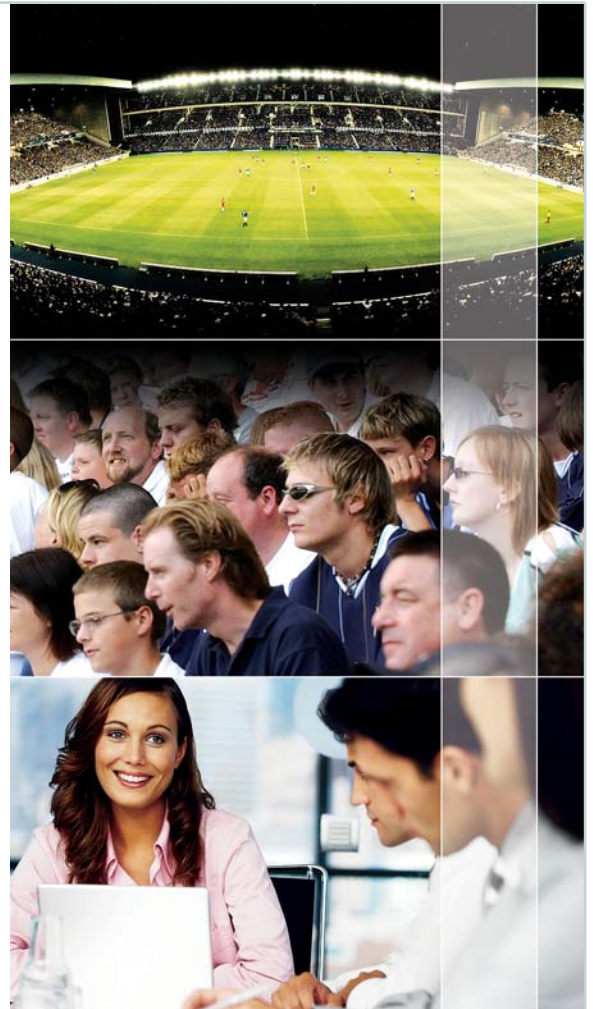


TALENT SPORT SEASON TICKET SALES & RENEWALS

For sports clubs, managing season ticket sales and renewals can be a laborious and expensive process.

Dread it no more. IRIS Software4Sport has developed software to help you:

1. Cut down on your administration and postage costs
2. Improve the service to your supporters
3. Drive sales of season tickets



TIME-SAVING TECHNOLOGY

Managing season ticket sales and renewals is a very labour intensive process. Opening tens of thousands of envelopes, typing the forms into your ticketing system, processing payments, setting up direct debits, printing mountains of letters, posting thousands of packs...

IRIS Software4Sport has developed new functionality for the TALENT Sport ticketing and CRM system that automates the processes involved in renewals, helping clubs such as Liverpool FC, Rangers FC, Leeds United FC and Bradford Bulls RLC, to reduce their administration costs, improve customer service and drive sales.

- Online season ticket renewals
- Automated online waiting list
- Automated email/SMS notification
- Targeted marketing
- Season ticket smartcards

ONLINE SEASON TICKET RENEWALS

Offering your supporters an online renewals service is great for customer service, plus it can dramatically reduce your costs. With TALENT Sport, online renewals are integrated to the main ticketing inventory. This means that all purchases are processed in real-time, plus any data is automatically fed into the TALENT Sport system, so there is no need for you to update it manually.

Liverpool FC's IT Manager, Ken Webster, says, *"We have around 27,000 season ticket holders and even more membership applications, so that means hundreds of thousands of envelopes to open, direct debit details to check, confirmations to send out... Online renewals with TALENT Sport cuts out much of the administration, saving us time and money."*

Rangers began offering online renewals using TALENT Sport in 2005. Andy Ward, Head of Ticketing says, *"We have 42,000 season ticket holders and last year, 18% of those renewing chose to do so online. We normally employ temporary staff to help us with the extra workload that*

season ticket renewals brings. Last year, we were able to reduce temporary staff headcount by ten people, thanks to TALENT Sport."

3-IN-1 ONLINE RENEWALS

Not content with reducing their costs, Rangers wanted to turn the online renewals process into a new sales opportunity by giving supporters the option to sign up to cup schemes and pre-payment match packages when they were renewing, as part of one transaction. They also wanted to give supporters renewing online the option to pay by direct debit.

In response, IRIS Software4Sport developed TALENT Sport's online renewals functionality to cater for direct debits and signing up for ticket schemes.

Andy Ward says, *"By giving supporters the opportunity to do all this in one transaction, we have made the process quicker and easier, and we are encouraging more people to join our match pre-payment schemes."*



Last year, we used the CRM information on TALENT Sport to directly mail key prospects that had purchased tickets during the previous season. We were able to attract over 1000 new season ticket holders, worth over £100 000, whilst cutting spend on media advertising.

James Brammer, Marketing Manager, Bradford Bulls



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ONLINE WAITING LIST

If your club has a waiting list, you may be faced with the - admittedly nice to have - problem of typing all the applications into your system, sending confirmations and keeping track of follow ups.

IRIS Software4Sport has developed a new online waiting list facility that automates the process. How does it work? Fans go online and specify which stand and area of the stadium they would like a season ticket for if any became available. Once they click submit, the information automatically feeds into TALENT Sport, which adds the supporter to the waiting list, records their seating preferences and triggers an action for the call centre team follow up by phone if the seats are available.

Andy Ward from Rangers FC says, *"This gives supporters another convenient way of signing up to the waiting list, without having to spend time on the phone. Last year, 4000 people joined the list - 1000 of those online. Because it is so convenient, it is attracting new people to sign up who may not have done so otherwise."*

AUTOMATIC EMAIL/SMS NOTIFICATION

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

TALENT Sport's Notification facility lets you send your supporters automatic emails and text messages confirming the details of their ticket and membership purchases. When your ticket office staff process a sale, TALENT Sport prompts them to send an email or SMS with a simple tick box. The message automatically pulls information from the system, for example the seat number /when the booklets will be posted.

Leeds United began using the facility in 2006. Katie Holmes, Ticket Services Manager, says, *"TALENT Sport's Notification facility has saved us over a week of admin for season tickets. Our supporters start applying in January and previously, we would send confirmation letters in the post, 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. Last year, we saved over a week of wading through letters, plus all the postage costs. I would definitely recommend TALENT Sport's Notification module to any club - it saves us a great deal of work, and the fans love knowing*

straight away whether they have got what they wanted."

DRIVING SALES WITH TARGETED MARKETING

Can you identify all your fans who bought a season ticket last year but haven't renewed this year?

TALENT Sport includes in-built CRM functionality. This means it lets you track your customer's contact details, demographics, correspondence, ticket purchases and much more. The system can also automatically import data from external systems, such as sales records from your club shop or data from your smartcard system. By consolidating all of your processes and information into one system, you have a single view of each of your customers - who they are, what they have bought from you, their loyalty to your club and much more.

James Brammer, Marketing Manager for Bradford Bulls says, *"Last year, we used the CRM information on TALENT Sport to directly mail key prospects that had purchased tickets during the previous season. We were able to attract over 1000 new season ticket holders, worth over £100 000, whilst cutting spend on media advertising."*

SEASON TICKET SMARTCARDS

Smartcard schemes can bring huge cost savings when it comes to season tickets. At Liverpool FC, season ticket holders now retain their smartcards from one season to the next. When they renew, TALENT Sport messages the Fortress GB Smartcard system and the card is instantly and automatically topped up, so the club doesn't need to post out a new one. Ken Webster, LFC's IT Manager says, *"It has made the process much easier for the ticket office - we now measure renewals in terms of days instead of weeks - plus it has saved us thousands of pounds on postage and print costs."*

ABOUT TALENT SPORT

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

Clubs 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.