

CRM FOR SPORTS AND ENTERTAINMENT

Purpose-Built Relationship Management for Sports and Entertainment

HITACHI

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The Sports and Entertainment industry faces rapid changes in consumer tastes and preferences. A sports club or entertainment provider needs to respond to customers quickly and proactively. Hitachi Solutions' CRM for Sports and Entertainment, powered by Dynamics CRM, provides a detailed 360 degree view of the customer to better understand how to improve their overall fan experience. Ticketing integration drives visibility into which games a patron is attending, where they're sitting, how much they're paying for their tickets, and whether or not they're selling their tickets. Marketing and loyalty integration drive a deeper understanding of each fan.

CRM for Sports and Entertainment is a proven solution that provides:

- **Ticket Sales Module** – guide sales and service representatives through group sales, season ticket renewal, and premium seating
- **Fan Service Module** - manage service and fan experience issues ranging from ticketing issues to in-game incidents
- **Integration Module** - provides the foundation for a complete view of the patron inside of Microsoft Dynamics CRM

The modules are the baseline to a successful project. Each module extends Microsoft Dynamics CRM, shortening the path to successful implementation. The fundamental concepts throughout each module include:

- A consistent view into a complete 360 degree picture of a fan
- Baseline business processes that are easily adapted to fit the client organization
- Configurable home pages and dashboards for monitoring performance and activity

Enabling the team with the right information at the right time is key to driving a better fan experience. Are fans likely to renew season tickets? Have patrons been going to the games or selling off their tickets? Is there flexibility in which suite suits the needs of a business client? Which fans are receiving comps at games? Have patrons had issues during previous games that were left unresolved? Through integration and analytics, the team sees more complete, accurate, and relevant history that enables them to have a more personal conversation, driving a better fan experience.

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Ticket Sale Module

Streamlined and improved coordination of sales processes allows for sports teams to focus on selling to individual patrons; groups; and large companies. The Ticket Sales Module encourages cross-selling efforts in addition to collaboration between the internal sales team as they pursue additional business. The booking of premium seating and tracking inventory of the most profitable locations within the venue is easily manageable within the Hitachi Solutions' CRM for Sports and Entertainment.

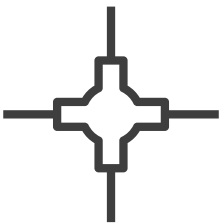
- Fan Preferences
- Group Sales
- Season Ticket Sales
- Season Ticket Renewals
- Suite Sales
- Premium Seating Sales
- Ticket Operations
- Tickets Sales Dashboards



Fan Service Module

Sports and Entertainment organizations need to track patrons' concerns and direct the team's resources towards improving the fan experience. Issues may range from reprinting tickets, to addressing an issue around a specific game, to identifying a trend in satisfaction around a certain section across multiple events. Hitachi Solutions' CRM for Sports and Entertainment Fan Service Module provides issue management, escalation routing, and helps ensure that no fan is left wondering if they have been heard and if their issue is being addressed.

- Incident Management
- Resolution Monitoring
- Contact Us Resolution
- Issue Routing Rules
- Fan Service Dashboards



Integration Foundation Module

Fan information lives across ticketing system, loyalty program information, website activity, social media, marketing tools, and 3rd party data services. To provide the 360 degree view of a patron, this variety of systems often provides challenges in getting a clear picture. Integrations may include:

- Ticketmaster (Archtics)
- Tickets.com (Provenue)
- Fortress
- ClickDimensions
- InsideView
- Many more

Each system serves a specific purpose in the overall operation. Hitachi Solutions' CRM for Sports and Entertainment Integration Module supports integrations, providing a foundation for the single pane of glass that teams want.

- Ticket Transactions
- Attendance Rates
- Marketing Segmentation
- Event Analysis
- Patron and Company Data Augmentation