

# Rangers FC meet their goals with TALENT Sport



Rangers Football Club began using the TALENT Sport ticketing and customer relationship management (CRM) system in 2005 with three goals in mind - to reduce operational costs, to improve the service for supporters and to drive sales of tickets, hospitality and merchandise.

One year on, has the system helped the club to achieve its goals?

CaseStudy  
IRIS Software4Sport



## TICKETING EFFICIENCY

Andy Ward is Head of Ticketing for Rangers FC. He explains how using the system has benefitted the club's ticketing department, "TALENT Sport has made our ticket office procedures much more efficient. Since we started using the system, we have finished processing season ticket renewals two weeks earlier than in previous years, whilst reducing our temporary staff headcount year on year - by as many as ten people in the first season."

The club was able to put this saved time to good use. "We used the two weeks saved to call supporters who hadn't renewed and were able to convert 700 of those into sales, worth £250 000. There is no way we would have had the time for this before."

So how exactly has using TALENT Sport helped the club to save time?

- **Automating direct debits:** 40% of Rangers season ticket holders chose to take advantage of the direct debit scheme. Ward says, "TALENT Sport gives us the flexibility

to determine the payment dates. Inevitably there are failed payments - the system's reporting functionality allows us to quickly and accurately identify these, which has helped us to re-coup costs faster."

- **Online season ticket renewals:** With TALENT Sport, this is an automated process - renewals made online automatically feed into the system, without the club needing to waste time manually processing the sale. "Over 3000 of our season ticket holders who renewed this year chose to do so online. This has brought us major savings on postage, printing and admin."

- **Graphical sales:** For match ticket sales, the process is quicker and easier. "Graphical sales allows the operators to see at a glance where the best available seats are. And when we are close to sell out, the colour coding assists in identifying quickly where the few remaining seats are."

- **Navigation:** Ward is impressed with the navigational structure of the system, "Recording supporter data is achieved easily and in logical steps. The system allocates

each supporter with a unique Rangers number which is used by the supporter for all future transactions giving access to all their details."

- **Pre-payment scheme:** Rangers have over 23 000 season ticket holders subscribed to their home European matches. TALENT Sport allows them to sign up for their seat for cup games online or through the ticket office. Their payments are then processed automatically by the system when the match goes on sale, instead of the club having to spend time processing each seat manually.

## CUSTOMER SERVICE

Using TALENT Sport is having a positive impact on customer service. When customers are on the phone, the ticket centre team can now access all their details quickly through one system, instead of having to hunt around on multiple systems.

As well as speeding up the service, the system has enabled the club to launch a range of new and improved services:



*TALENT Sport has made our ticket office procedures much more efficient. Since we started using the system, we have finished processing season ticket renewals two weeks earlier than in previous years, whilst reducing our temporary staff headcount year on year - by as many as ten people in the first season.*



**IRIS Software4Sport**  
 E: software4sport@iris.co.uk  
 W: www.iris.co.uk/software4sport

IRIS Software4Sport is a trading name of Computer Software Group Limited which is part of the IRIS Group. IRIS and IRIS Software4Sport are trademarks. © Computer Software Group Limited 2007. All rights reserved.



• **Online ticket sales:** Before, because web sales were processed in a different system to season ticket sales, customers could only buy match tickets online in limited areas of the stadium from an allocation. Now, by running all ticketing from one system, it offers greater choice and flexibility.

• **3-in-1 online season ticket renewals:** Supporters can renew, pay by direct debit and sign up to the pre-payment scheme for cup matches - all in one online transaction.

• **Online season ticket waiting list:** Fans can specify which stand and area of the stadium they would like and select up to eight seats for friends and family, subject to availability. Once the submission is made, TALENT Sport automatically adds the supporter to the waiting list, records their seating preferences and triggers an action for the call centre team to follow up if the seats are available.

• **Buy-back scheme:** Most of Rangers home games sell out. With TALENT Sport, the club's buy-back scheme is now automated. Andy Ward explains *"We operate a 'Secondary ticketing' scheme enabling season ticket holders to release their seat for any SPL game they cannot attend, by calling us, visiting us, or via the website. It's a win-win situation: the season ticket holder earns money off, the club receives additional income and the fans have more chance of attending a game which is sold out."*

#### SALES & MARKETING

In a sports club, there are thousands of fans pouring through the gates every week. As a sales or marketing manager, you want to be able to pick out the right people from the crowd for each promotion.

But many clubs have multiple IT systems in place - one for ticketing, another for online ticket sales, further systems for online merchandise sales, CRM, marketing, retail, mail order, corporate sales...

As a result, you have patchy information about your customers spread over many systems and it can be a nightmare keeping them all up to date.

The key advantage of TALENT Sport is that it covers ticketing, web sales, CRM, corporate sales, marketing and more, all in one package. It can also be integrated to external systems such as smartcard, accounts or retail systems.

With TALENT Sport, Rangers now has a rich source of information about their customers contact details, demographic information, ticket purchases, membership and smartcard status and much more... all on one system.

The club can now reach a more targeted audience and regularly sends e-shots to over 200,000 people at a time.

Irene Munro, Rangers Head of Marketing and Communications, says, *"We now have more meaningful information on our supporters including accurate sales and transactional data. This has allowed us to tailor our marketing activity to supporters with a specific customer profile. Through the introduction of media code analysis within TALENT Sport, we have been able to monitor the effectiveness of our marketing activity and therefore ensure a greater return on investment and more effective campaigns. The quality and relevance of our communication with supporters has dramatically improved as a consequence."*

Going forwards, Rangers plans to import data from other data sources into TALENT Sport, such as its website subscribers via PTV. This will provide a consolidated source of data for all supporters, allowing for even greater communication and analysis.

#### CORPORATE SALES

The Rangers hospitality and events team use TALENT Sport to:

- Process bookings for seasonal and individual matches
- Log notes, correspondence & brochure requests
- Produce covering letters from a range of templates
- Create call back activities for the team

How has using the system helped the team? Iona Kirkpatrick, Hospitality Manager, says, *"Using TALENT Sport has allowed us to streamline our corporate sales processes and as a result productivity has increased, saving a considerable amount of administration time. The ability to produce receipts, documents and tickets at the click of a mouse ensures much more efficient sales processing. The sales team also benefit from being able to view up-to-date availability at a glance, as well as a history of the customer's purchases and correspondence."*

#### ABOUT TALENT SPORT

IRIS Software4Sport provides its integrated ticketing and CRM solution, 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, Castleford Tigers, Manchester City FC, Liverpool FC, Leeds United FC, Leicester Tigers Rugby Club, Durham County Cricket Club, Natal Sharks, Panathinaikos FC and Chester Race Company.