

Customer profile



Client: St.Helens Rugby Football Club

- 12 times Super League champions
- Stadium: Langtree Park
- Capacity: 18,000

Bringing multiple systems onto a single platform

St.Helens R.F.C. is among England's great sporting institutions. One of the founding members of the Rugby Football League, St. Helens is a club enriched in tradition and in achievement; it is proud of its five Super Leagues, seven Championships, twelve Challenge Cups and four Premiership titles: success almost unparalleled in rugby over 4,500+ matches and 2,000 players since the team's inception in 1873.

Of course on-field success and its supporting cast of rugby league legends such as Sean Long, Keiron Cunningham, Paul Sculthorpe, only go partway to making the St.Helens brand a global leader. And the club has made fantastic strides towards the pursuit of excellence of the field too, with the move to a state of the art new 18,000 capacity stadium, Langtree Park, as well as implementing a top class systems infrastructure too.



Setting the stage for continued success

Sports fans can often feel undervalued, that their club isn't listening to them, but St.Helens have put themselves in the strongest possible position to personally connect with their supporters. Not only can they now maximise their ticketing revenue and provide more customer-oriented marketing, but the emotional bond between a fan and their club has been immeasurably strengthened. As the fan comes to appreciate that the club understands them better, so their loyalty grows from a potential customer who is interested in what the club can offer to a supporter proud to wear the badge.

Green 4 Solutions' combined management system allows St. Helens to integrate their ticketing system across their entire customer facing service- using EPOS technology and their online store, the club shop and any other St. Helens location, including a local hotel when they were "between homes".





SCAN FOR THE
VIDEO CASE STUDY!

Strategic Objectives

- Multiple systems needs on one single platform
- Improved experience and level of service for the fans
- Greater level of insight through enhanced level of data captured
- Influence supporter behaviour to Increase commercial revenues
- Reward fans and secure long term loyalty to a market leading brand

Marketing Metrics

- 7% YOY increase in Season Ticket Holders
- Greater transactional data collected and used for profiling and targeted marketing
- Email marketing activity improvements
 - 12% increase in email opens
 - 41% increase in average click throughs
 - Fan surveys used to capture supporter feedback directly within the CRM database

Green 4 Solutions gives customers access to a unified shopping basket: they can buy the matchday ticket, the home shirt, and a rugby coaching course for the kids in one transaction, which allows the club to make relevant offers based on age, demographic and purchasing habits to fans whose relationship with the club can last a lifetime.

Peter Carter, Operations Director comments:

"There were very few, if any, systems in the market place that were able to do that [provide single shopping basket technology]. It's meant that the club is leading the market, and that's important to the club because it dovetails to the brand. St Helens is a market leader, and now our shop is a market leader. As the project went along it was obvious that some areas in the system such as integrated Food and Beverage were enhancements from what we had thought we needed from our system. In fact, Green 4 continue to present us with new ideas for increasing revenue and improving customer service."

"The system is very slick! Joined-up customer data is the lifeblood of St.Helens and that is exactly what we get from Green 4"

Peter Carter
Operations Director, St.Helens R.F.C.

Benefits and future developments

Not only is the club now able to make the most of their marketing opportunities by being the one in ten, but the integrated nature of the single database system is far more cost effective than paying for multiple systems to cover all commercial channels.

The next step for Saints is to embrace the concept of lifetime value. Given their integrated platform, the obvious progression is to introduce a loyalty programme, which will allow the club to engage with the fans on a regular basis and focus attention on 'money can't buy' experiences rather than discounts on products.

Carter added "Loyalty is a simple concept for us, nothing more than a sugar coating on our CRM strategy. We can measure frequency of visits to the stadium, the time fans arrive, how much is spent on food and beverages, merchandise and any other behaviour we want to encourage. The obvious step for us is to reward this behaviour."

"By getting supporters to the stadium early, drinking our beer and eating our pies we can add an incremental level of revenue which is currently going to other establishments on the back of our events."

Green 4 Solutions

16-17 Midland Court, Central Park, Lutterworth, Leicestershire, LE17 4PN
W: <http://www.green4solutions.com> T: +44 845 508 8149