

CRM at the heart of Premier League

Leicester City FC



Premier League Champions 2015-16, Leicester City Football Club appointed CRM specialists Green 4 Solutions to implement Microsoft Dynamics CRM technology.

The club uses the CRM platform and Green 4's Go integrated marketing modules to build a data driven profile of all their supporters and identify key audiences to receive engaging email communications.

The club is able to create a 'single view' of their supporters by integrating data from multiple sources: multiple integrations, social media, access control, new LCFC.com, ticketing, Premier League, retail, partners.

The ability to profile all data in Microsoft Dynamics CRM enables the club to glean the necessary insight that's needed to identify and segment audiences ready for engagement email campaigns. Using the Go's email marketing suite, the marketing department is able to develop automated marketing strategies such as post-match emails to all attendees and birthday emails to drive potential hospitality sales. Potential corporate opportunities and sales are then all tracked and managed using Microsoft Dynamics CRM corporate sales process.

Having the ability to send automated, timely and targeting messages has resulted in ticketing and hospitality revenues of £250,000 from birthday related emails.

With ease, newsletter design and branding can be matched to the audience and message being delivered.

A strategy of creating audience segments based on ticket and retail past purchase history, demographic information, match attendance, website sign ups, coupled with personalized branding and content and timely, automated delivery of emails has had proven results:

- 9.1% increase in newsletter penetration
- 24.8% increase in targeted email open rates
- 5% increase in partnership email open rates
- 91% of recipients of the 2014/15 season survey rated the club emails as being good or very good – a 16% increase from 2012/13

Jamie Tabor, Head of Marketing at Leicester City Football Club said, "We're always looking for new ways to make our communications more engaging. We set out to provide all the key information fans are looking for before and after a game, in a nice easy to digest format. The increased click-through rates show it's been a positive move."

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