Smart Sport Solution

Manage your Fans, Members and Sponsors

CHALLENGES

- consolidation of differing systems and point solutions in heterogeneous system landscapes is expensive and time-consuming

- no comprehensive view of fans, members or sponsors is available for ticketing purposes, the web portal, or for campaign tools

- cross- and up-selling is difficult because of limited knowledge of the interests of fans and club members

- poor segmentation affects marketing campaigns

- individually tailored offers are not possible, because the history and information about purchasing behaviour is not available from all parts of the club

ADVANTAGES

- 360° View = Consolidation of all information contained in fragmented management systems and from all other channels provides a comprehensive, all-round view o fans, members and sponsors

- a single source for all available data enables, e.g., further analyses, or campaign management for the entire club

- direct and individual interaction with fans and tailor-made individual offers

- improved opportunities for cross- and up-selling because all relevant information is available immediately

- a lean solution for managing the data of fans, members and sponsors - without any complex integration project being necessary

UNISERV
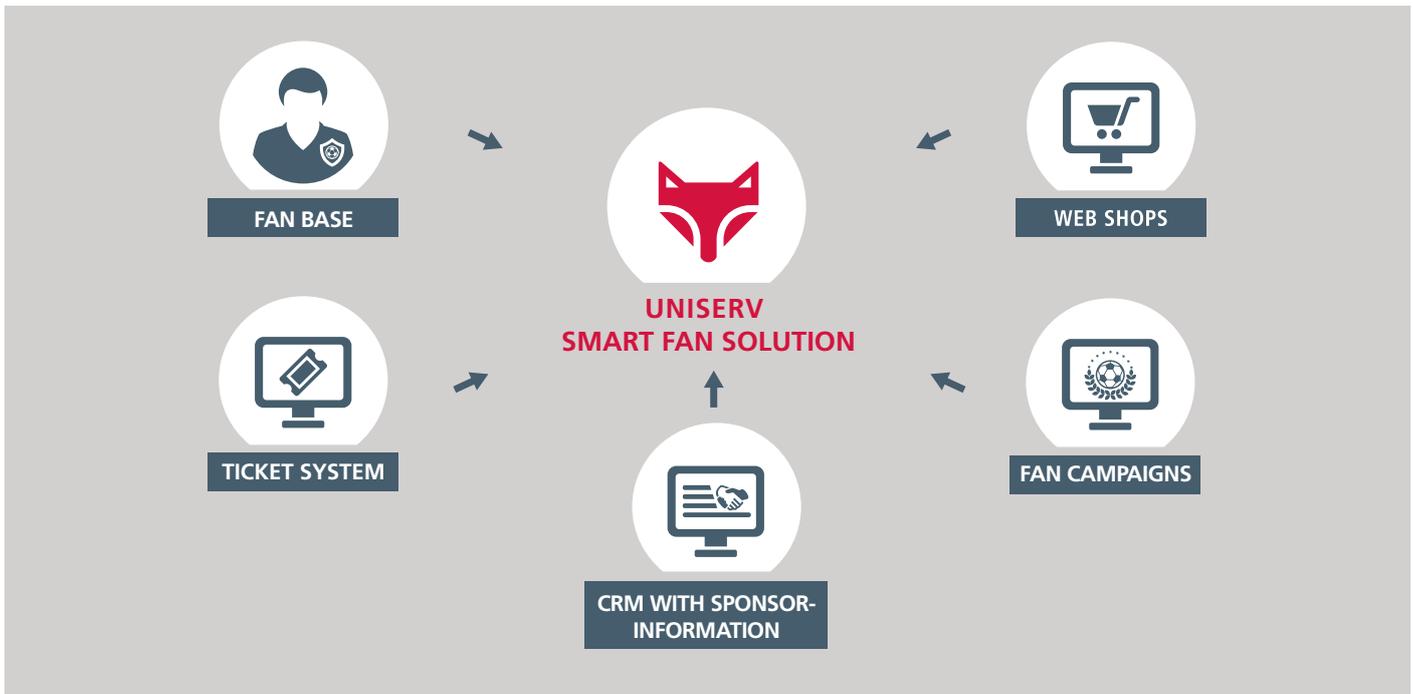
SMART SPORT SOLUTION

Stadium tickets, online shops, catalogues with the latest merchandising articles, bus travel, sponsorships, VIP fans, fan campaigns – these are all issues football clubs have to manage and coordinate. But the data required to deal with them is often spread around in heterogeneous system landscapes. It's annoying when a VIP is sent the same catalogue for the third time; or when it is unclear what items a fan has already purchased and from which channels; or when members of the fan club cannot be identified in the system. The Uniserv Smart Sport Solution extracts and consolidates all available information from widely different data sources to form a single, unique view. It matches the data in your system, identifies duplicates, and creates a Golden Record - giving you a unique, comprehensive and fully up-to-date view of your fans, club members and sponsors. The DQ functions from Uniserv guarantee that your communication really does reach your fans.

With just one mouse click you can see by whom, when, and from where a fan article has been purchased. You can see when a person last visited the stadium and whether he (or she) is a member of the fan club; or whether an individual is allowed in the stadium at all, or is registered on a blacklist and barred from entry. All this information is available immediately. The role of each person as being a fan, season-ticket holder, VIP or sponsor is shown reliably and fast. Existing datasets can be enriched with supplementary information (e.g. from social media channels), thus making your data even more valuable.

Targeted measures can be introduced to satisfy the needs and wishes of your fan base. Potential cross- and up-selling opportunities can be identified and exploited more effectively. Partnerships with sponsors or cooperation with other clubs (such as the international partnership of Manchester City and the New York Yankees) are far easier to manage, and the necessary data can be smoothly migrated.
The simple and lean integration of the Uniserv Smart Sport Solution will soon show appreciable success. Whereas other solutions are time-consuming and require intensive work, the Smart Sport Solution enables easy, step-by-step inclusion of additional data domains. This reduces costs, the project remains lean, and the project risk calculable. A positive ROI is evident almost immediately.

Start small. Think Champions League. With Uniserv.

UNISERV