

Online Ticket Retailer Sees 30% Increase in Repeat Customer Sales

Summary

Worldwide Sports Travel, The Sports Box Office and Ticket Solutions are online businesses offering tickets and corporate hospitality for major sporting, cultural and music events in the UK and overseas. At any given time, the company may be selling tickets to hundreds of events and dealing with tens of thousands of individual customers.

Previously, the company used a basic email package and no SMS to communicate with customers. Cumbersome and inefficient, this approach required staff to wade through emails and databases to identify previous customers who bought for a specific sports team or event; emails weren't directed to the right agent, resulting in missed opportunities; and the email system often crashed, losing valuable customer requests.

The company turned to Datasquirt and implemented CONTACT SMS and Email to send delivery notifications, ticket order confirmations, event reminders and promotions. The solution proved immediately successful. The company was able to categorize customers by interest and target each by SMS and Email with special promotions and last-minute offers. The result? An increase of more than 30% in repeat customer sales. Additionally, CONTACT stores and categorises all communications for easy retrieval and tracking; and interfaces with databases to offer agents a full view of customer histories for marketing and promotions; and customers now send SMS ticket requests resulting in further sales.

Situation

The company faced several business challenges:

- **Inefficient, ineffective tools.** The company had an email package that often crashed and offered limited functionality for tracking and targeting
- **Inability to leverage customer base for marketing.** The company had tens of thousands of customers yet no way of easily identifying interests. As a result, last-minute tickets were often not sold and customers weren't targeted with relevant information.

Datasquirt Solution

The company implemented the Datasquirt CONTACT SMS and Email solution for:

- SMS for ticket delivery notifications and order confirmations
- SMS for event reminders, promotions and last-minute offers
- Email for web enquires and outbound marketing

The solution allowed Worldwide Sports Travel/Ticket Solutions to easily target specific interest groups with offers and last-minutes deals; reach customers on the move; store and track all communications and receive SMS requests directly from customers.

Benefits

The company experienced immediate ROI and benefits from the CONTACT solution:

- **Enhanced marketing.** The ability to easily target interest groups resulted in an increase by more than 30% for repeat customer sales.
- **Improved communications.** CONTACT enabled the company to reach customers on the move by SMS, receive requests and easily send last-minute promotions.

Case Study

Customer:
Ticket Solutions,
Worldwide Sports Travel,
The Sports Box Office

Industry:
Entertainment/Online
Retailer

Datasquirt Solution:
CONTACT
- SMS Ticket delivery
notifications, order
confirmations & event
reminders
- Email customer
service management

ROI

- » Increase of more than 30% in repeat customer sales
- » Enabled fast, easy marketing to specific interest groups; and boosted sales of last-minute ticket offers



“CONTACT makes it easy to reach thousands of customers with ticket notifications, promotions and last-minute specials. These communications have resulted in a 30% increase in sales to repeat customers.”

Fade O'Gunro, Advertising Manager

FOR MORE INFORMATION:

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CASE STUDIES

Case Study	Sector	ROI/Success Story
Wokingham Borough Council	Government/Local Authority	Wokingham Borough Council saves thousands and improves communications with CONTACT
Northwards Housing Association	Government/Local Authority	Improved debt management
Local Authority of a Major City	Public Sector/City Council	42% response rate from tenants to pay or make arrangements. Savings of £3 per customer contact. Improved debt collection at a 50% lower cost
Snap-on Tools	Manufacturing/Distribution	Generated 3,600 orders and £230,000 in new sales in the first five months via SMS, without sales or contact centre agents
Glasses Direct	Online Retailer/Consumer Goods	Reduced email response times from one week to eight hours
Worldwide Sports Travel	Entertainment/eCommerce	Increased repeat customer sales by more than 30%
ADT Tyco	Security	Faster response times and improved guard safety.
Fonterra	FMCG	Reduced overheads by 15%, resulting in cost savings of more than \$830,000 in first year. Nearly 53% reduction in errors and associated credits
Leading UK High Street Bank	Banking/Financial Services	Reduced agent resource by more than 50%
International Parcel Delivery Company	Transport/Logistics	Improved customer service and email response time by 500%
UK Trade Union	Education	Guaranteed immediate delivery of marketing communications to 20,000 members
Global Provider of Resort Timeshares	Travel and Leisure	Improved customer satisfaction survey completion rate by 20% and reduced cost per call by \$3.50

Contact Datasquirt today to find out how CONTACT™ can help you better communicate with your customers and/or field staff, using SMS, email, fax and web-chat.

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