

Improve customer care and satisfaction

Case Study

Charlton Athletic Football Club (CAFC) are a professional association football club based in Charlton, Greenwich. The club draws support from the London Boroughs of Greenwich, Bexley, Bromley and throughout Kent. It believes it can combine its tradition of generating creative business ideas with constantly improving customer service to grow into one of the most enduring brands in football. This means putting its legion of fans at the heart of the club's commercial operation.

Business Need

Their disparate IT systems were unable to give a complete picture of an individual supporter. It also wasn't able to manage sales activities. Charlton Athletic needed an integrated system to handle club membership, ticketing, merchandising, customer relationship management, corporate and VIP, hospitality events, finance and internet integration.

Solution

We provided full integration between Microsoft Dynamics NAV, Dynamics CRM and the Green4 marketing suite, giving CAFC a one-stop commercial capability. Initially handling ticket sales, the system has been extended to enable supporters to ring a single phone number, e-mail the club or undertake a single internet transaction; in order to get anything they need from Charlton. That includes buying match tickets, trip booking, renewing memberships, purchasing merchandise, arranging a civil wedding or booking a hospitality area.

Benefits

"We now have the technology to underpin the growth of our supporter base. We can't just be a great football club: we need to be a great business as well, and the Microsoft Dynamics systems we have in place will help us to be just that. We can give our supporters exceptional levels of service and generate substantially more business. Having details on interactions with them on a single database brings us closer to them and gives us the ability to meet their needs even better. That's good business and good sport." Stephen Kavanagh, Managing Director

