



Case Study: Sports





WREXHAM FOOTBALL CLUB, UK

SEATADVISOR PRODUCT: SABO SPORT

"WE THOUGHT WITH OUR OLD SYTEM FROM TICKETMASTER WE WERE GETTING THE BEST IN THE MARKET BUT NOW WITH SABO'S WEBBASED SYSTEM WE HAVE A SOLUTION THAT DOES SO MUCH MORE THAN JUST SELL TICKETS"

*Anthony Fairclough
Chief Executive,
Wrexham FC*

WREXHAM FC will use SABO - a powerful & feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

Wrexham FC is a professional football team based in Wrexham, north-east Wales, who play in the English Football League pyramid. Founded in 1872 they are one of the oldest surviving football clubs in the UK and are the oldest professional club in Wales.. The Club will use the SABO integrated ticketing, fundraising, customer relationship management (CRM) and access control solution.

"SABO's web-based easy to use system is the one that meets our needs," said Anthony Fairclough, Chief Executive of WREXHAM FC. "We are in the very beginning stages of a marketing campaign, and SABO's seamless view of our customers and clients, coupled with the management tools we will be able to place in the hands of the many organizations that call WREXHAM FC home, convinced us that now was the time to make the jump.

Using SABO's integrated, single database solution, The Forum Waterford will have access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments manage their operation from one live real time system.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience.

The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.

Key Facts

Client

Wrexham Football Club

Location

Wrexham, Wales

SABO Solution

SABO SPORT

Organization Profile

The Racecourse Ground is where Wrexham play all of their home games in league, cup and friendly games. It has a present capacity of 15,500, making it the largest stadium in the Blue Square Premier Conference, but due to the redevelopment of the Kop terraced stand into an allseater stand. The capacity will therefore be reduced to around 15,000, although it will still easily be the largest stadium in the league. The Kop is being developed so that The Racecourse can be used as a regular international venue for both Wales Under-21 and full Wales international matches.





CASE STUDY - WREXHAM FOOTBALL CLUB

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Implementing the solution

“Wrexham FC is a great example of an organization dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organization. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

WREXHAM FC is the latest Sports venue in SeatAdvisor’s growing client list, and joins, The Knockhill International Racing Circuit, The Del Mar Race Course and The Bendigo Schweppes Arena among others.

About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries.

The SABO web-based system has been built on the latest technology, for entertainment industry professionals.



At the core of this powerful solution is a single, real-time view of the customer’s data across all organizational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The Troxy (UK), The Fires tation (UK), The Alex Theatre (USA) and The Crossing Theatre (Australia)

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For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. To see an online presentation about SeatAdvisor and the SABO ticketing system, go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC.

http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html

SeatAdvisor has offices in the United States, Europe, and Australia.

SeatAdvisor Europe MD
Hugh O’Morain