

Comcast-Spectacor scores customers in the Sales and Service Clouds



“With Salesforce CRM, we know that our accounts won’t fall through the cracks. We can keep information on past purchases, prioritize which customers need to be touched, and figure out which programs will be most effective. For us, it’s a real winner.”

— Comcast-Spectacor

Challenge

- ⋈ Leader in sports and entertainment wanted to create more innovative and immersive sales and renewals programs
- ⋈ Needed to gather detailed profiles and purchase histories to tailor offers and keep customers engaged
- ⋈ Wanted to better connect with customers in social communities like Twitter
- ⋈ Used Acxiom software to store customer information, but found the solution unable to support its sales, complex activity management, and service needs
- ⋈ Wanted to continue getting highly qualified leads with Eloqua; required seamless integration
- ⋈ Management wanted a solution that could be deployed and maintained with minimal resources.

Solution

- ⋈ Considered on-premises CRM solutions, but chose Salesforce
- ⋈ Performance, functionality, and ease of use were key
- ⋈ With Acumen Solutions, rolled out Salesforce CRM Unlimited Edition in just 3 months to 180 employees across multiple sports teams in customer service, sales, marketing, finance, and management
- ⋈ Ticketing system integration brings together purchase and customer data; the company calculates customers’ lifetime value to determine the best customers and more effectively market to the best prospects
- ⋈ The Service Cloud helps fulfill season ticket holder benefits, such as Zamboni rides and player meet and greet events
- ⋈ Records customer communications as diverse as broken cup holders or additional tickets; workflows help resolve issues quickly.
- ⋈ Tracks all customer issues and its resolution in the Service Cloud; Force.com workflows ensure unresolved cases are escalated based on company priorities
- ⋈ Integration with Eloqua helps the company track, manage and measure campaign responses, monitor Web site visits and react to leads generated online quickly and efficiently
- ⋈ Custom tabs adapt the Salesforce interface to meet the needs of a company with multiple business lines
- ⋈ Access Hoovers from the AppExchange helps Comcast-Spectacor gain sales intelligence and target more effectively
- ⋈ Dashboards include Eloqua data—online leads and campaign disposition—as well and provide real-time updates on ticket sales and renewals; information can be sorted by customer lifetime value to prioritize targets
- ⋈ Integration with Microsoft Outlook documents customer communications

salesforce.com

The Landmark @ One Market
 Suite 300
 San Francisco, CA 94105
 United States of America
 1-800-NO-SOFTWARE
 www.salesforce.com

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- :: Salesforce.com Training & Certification programs helped administrators learn about the solution's capabilities and how it could be configured for their businesses

Results

- :: Fan engagement programs are driving increased sales and renewals
- :: Flyers and 76ers season ticket accounts are tracked with more critical data, allowing the company to maximize renewals
- :: Deploying Salesforce CRM for Twitter to search, monitor, and join conversations taking place on Twitter directly in the Service Cloud
- :: With the Sales Cloud, accounts no longer fall through the cracks and reps can more easily prioritize which ones to nurture
- :: More detailed profile and purchase information enables better customer service for accounts and more innovative and effective targeting for leads
- :: Central customer database has almost eliminated the need to purchase lead lists; reps can focus on the accounts and leads already in Salesforce CRM