



## CASE STUDY

## ATHLETICS



**Organization:**

Orlando Magic

**Industry:**

Professional Sports

**Web Site:**

www.nba.com/magic

**Solutions Partner:**

ECS

**Quick Stats:**

**Product:** GoldMine®

Sales & Marketing™

**Employees:** 150

**Users:** 5

**Operating environment:**

Windows 2000 and XP

**Business Benefits:**

- Fan Relations can personalize service to each fan by using GoldMine to view the entire history of all interactions
- Opportunity/Project Manager tracks every action, detail and contact related to projects
- With the data collected in GoldMine, Fan Relations can create reports to show fans' primary concerns, then proactively address those issues.

# Orlando Magic Scores Winning Fan Relations Strategy with GoldMine®

### COMPANY PROFILE

The Orlando Magic is central Florida's pro basketball team, drawing up to 17,000 fans for home games. Since joining the National Basketball League in the 1989-1990 season, the "Magic" has proven itself a serious contender and one of the NBA's most popular teams. With the help of several star players over the years, like Shaquille O'Neal and Grant Hill, the team has advanced to the NBA Playoffs seven times, including the past two years consecutively. Apart from games, the Orlando Magic gives back to the community and its loyal fans through player appearances, community partnerships, donated items, mascot and talent appearances, and service projects. Last year alone, Magic community relations reached more than 75,000 youth.

### BUSINESS NEED

As far as customers go, professional sports fans are probably among the most loyal and vocal. To enhance the game experience and keep fans coming back, several NBA teams have created Fan Relations departments to respond to fan complaints and proactively create programs for better game experiences. Orlando Magic is one of only six NBA teams with a designated Fan Relations department. The department must keep track of specific fan complaints on issues ranging from cleanliness of the bathrooms to post-game traffic, and then create reports and initiatives in response.

Fan Relations at Orlando Magic previously used basic word processing and spreadsheet programs. With a manual process, looking up

details about specific fans and incidents required scouring pages of documents, while linking multiple issues to one fan was impossible. Likewise, creating reports, which are essential for seeing trends in complaints and fan issues, also required that the department manually piece together information into an organized format. To keep fans coming back for more Magic action, Fan Relations needed a powerful contact and project management system with simplified reporting capabilities.

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*"I love that I can keep track of everything I'm doing on a daily basis, and that every action is associated with a contact. That's a brilliant component of this system. When people call, I pull up their contact information and fill in the notes. I always have a record. It's all very easy and simplistic."*

— Julie Gory, Fan Relations and Retail Manager, Orlando Magic

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## **GOLDMINE SOLUTION**

Julie Gory, Fan Relations and Retail Manager for Orlando Magic, did her homework when it came to searching for a customer relationship management system. With the help of FrontRange Solutions partner, Dallas-based ECS, she identified her department's needs, then looked for the best fit. She found GoldMine, Sales & Marketing offered the functionality she wanted at a cost that accommodated her budget. It was the right size database for a small to medium-sized organization – unlike the many large, costly options she found as well. To further aid her decision, she reviewed demos, and then called other pro sports teams currently using GoldMine. The many positive comments from similar organizations reassured her that GoldMine was the right game plan for Orlando Magic.

After a smooth implementation, Gory immediately began using GoldMine to log and track customer issues and projects. With the software, she can link every action to a contact. For instance, in the Calendar feature, when she schedules all calls and tasks, they are connected to specific contacts. Then when she pulls up a contact record, she can view the entire history of activity related to that contact, including phone calls, emails, projects initiated to address a fan's issue, and notes that she or anyone else in Fan Relations recorded in GoldMine.

"I love that I can keep track of everything I'm doing on a daily basis, and that every action is associated with a contact," Gory said. "That's a brilliant component of this system. When people call, I pull up their contact information and fill in the notes. I always have a record. It's all very easy and simplistic."

Shortly after implementing GoldMine, Gory was named manager of the team's Retail operation as well. GoldMine has helped smooth the transition by easing communication with the organization's many vendors.

In Project/Opportunity Manager, Gory can also look up specific projects and see everyone with whom she's talked regarding an issue. The ability to immediately find all the notes for a project or contact saves the Fan Relations staff immeasurable time.

Orlando Magic as a whole emphasizes data collection, as evidenced by the many surveys the organization initiates. But as Gory says, "It's what you do with the data that counts." Ultimately, functionality such as reporting gives Fan Relations the information it needs to be proactive and prioritize its projects by those that are the most important to fan satisfaction. Fan Relations can see that fans are, for example, commenting more about traffic than about concessions and address the situation. Plus, it helps identify areas where various Magic staff and outside vendors might need training to better serve fans. It all adds up to enhanced organization, which drives better fan relations.

Among the Fan Relations, Retail and Arena Events staff, GoldMine has improved communications because each person using the system logs their own notes about fans or projects, then others can view that same information – ensuring the whole staff works like a team in interfacing with fans.

## **THE FUTURE**

In the future, Gory hopes to extend these benefits to other departments, such as corporate sales, ticket sales and services, and marketing. Because one fan often interfaces with more than one department, those with access to fan information in GoldMine will have a complete record of the fan's history with Magic – and be able to offer smarter and smoother customer service. Though Fan Relations can't promise Magic fans that their team will always win, with GoldMine on its side, the department can help create a winning customer experience.