

Creating Customers for Life.™



“With GoldMine we’re able to keep track of people, which in the past was information we couldn’t capture. Many of our best prospects were just names on pieces of paper and that was that. GoldMine has really helped contribute to our bottom line by helping us maintain and build relationships with our customers.” - Manager of Ticket Sales

Company Profile: The year 2000 will mark the 100th anniversary of the year that Charles Comiskey moved his baseball team from St. Paul, MN to Chicago, IL. For the next 10 years, the team, then called the White Stockings, played in a stadium located in the south side of Chicago. In 1910, Comiskey threw a party for 28,000 of his closest friends for the opening of his Baseball Palace of the World, Comiskey Park, where the Chicago White Sox played - through several pennant races - for the next 80 years. In 1991, Comiskey Park was razed to make way for the New Comiskey Park. The New Comiskey Park provides unobstructed views for over 44,000 fans per game.

Business Need and GoldMine® Solution: The Chicago White Sox have always been a very competitive team, consistently drawing millions of fans per year. But when it came to keeping track of their best prospects, the Sox were still in the paper age. Prior to GoldMine, the team had kept track of its leads in ACT!. But soon the number of leads grew into the tens of thousands and quickly outgrew the ACT! database.

The Sox chose to replace ACT! with GoldMine, a customer relationship management product from FrontRange Solutions, Inc. In October 1997, GoldMine Solutions Partner Steven Pearl, of Business Automation Solutions, Inc., was brought in to install GoldMine, create custom fields and import their ACT! data. Recently, the Chicago White Sox upgraded to GoldMine 5.0.

The Sox maintain several GoldMine databases to keep track of their leads. The main Ticket Sales database is comprised of people that have called up and said, “I want to come to a Sox game”. The Direct Mail database, which consists of purchased leads and names obtained from contests, serves as a source of telemarketing leads. Once it is discovered that a lead is interested in coming to a game, it is transferred over to the main Ticket Sales database. Today, there are over 30,000 records in the main Ticket Sales database and over 100,000 in the Direct Mail database. Their inbound and outbound call teams use these databases to solicit season tickets, groups, company outings, suites, and party areas. Initially starting off with 15 users in 1997, the Sox have recently expanded the use of GoldMine into their marketing, suite-holder relations and community relations departments.

The Sox use GoldMine to do more than just track leads. GoldMine is also used to manage their season ticket holder relationships by transferring information stored in the Ticketmaster (www.ticketmaster.com) system. For example, they track their season ticket holder’s seat locations, create dates - in order to locate people by the

Company:
Chicago White Sox
www.chisox.com

Industry:
Professional Sports

Product:
GoldMine® 5.0

Contact:
Julie Taylor
Director of Guest Services

Business Benefit::
“GoldMine affords us the ability to be more service-oriented toward our season ticket holders, instead of bombarding them with impersonal mass mailings. We’re better able to target our customers’ needs. Every conversation with every season ticket holder is tracked in GoldMine.”

Solutions Partner:
Business Automation Solutions
www.moreproductive.com

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year that they purchased tickets - and record birthdays, to send out birthday cards. They also track whether or not the ticket holders have purchased memberships to the Stadium Club. In addition, the Sox keep track of demographic information like the number of customers that take the Chicago Transit Authority (CTA), as opposed to driving cars. This information was critical in helping the Sox in their efforts to track traffic.

The Sox also use GoldMine, — in conjunction with Ticketmaster — to keep track of the number of games attended by each customer and how many children are in each home, allowing them to send information on the club's Kid Days to those families with children. GoldMine affords them the ability to be more service-oriented toward their season ticket holders, instead of bombarding them with impersonal mass mailings. They're better able to target their customers' needs since every conversation with every season ticket holder is tracked in GoldMine.

All of the Sox ticketing is done through the Ticketmaster system. Previously, using the Ticketmaster system along with a contact manager required that data be entered twice. A sales rep would take an order by filling out an order form in GoldMine. This form would then be sent to a data entry person who would, in turn, input the data into the Ticketmaster system. Working with Ticketmaster, GoldMine Solutions Partner Steven Pearl created a GoldMine macro that sends the information from GoldMine directly into the data entry machine and into Ticketmaster. This one button macro has saved hours of data entry.

The Sox are also using GoldMine to keep track of the 10,000 lost items that are left at the stadium every year. Julie Taylor, director of guest services for the White Sox, had a systems analyst at the White Sox customize GoldMine's interface so her interns could log found items using the system. GoldMine now tracks the date an item was found, what it looks like, and where White Sox staff picked it up. The items are then labeled and stored in a bin. Taylor estimates that since April, when the software was deployed, her department has been able to return 50% more items than last year.

GoldMine also gives the Sox the ability to store and track historical information. By keeping this information in GoldMine, they know which games their customers prefer and how many tickets they have purchased. If they bought 30 tickets last year, they try to up-sell them to 40 this year. If they booked a patio one year, they try to sell them an even nicer area next year. With GoldMine, the Sox are now able to keep track of their customers. Many of their best prospects were just names on pieces of paper. GoldMine has really helped contribute to their bottom line by helping the Sox maintain and build relationships with customers.

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