



"We can see the payoff of GoldMine. We're able to communicate more effectively, and because of this—leads have stopped falling through the cracks."

-Jeff Johnson, Sales Account Executive

Company Profile: The [Tampa Bay Devil Rays](#) are a Major League Baseball team located in St. Petersburg, Florida. The Devil Rays, who play at Tropicana Field, had their inaugural season in 1998.

Business Need and GoldMine® Solution: As a new member of the American League, the Tampa Bay Devil Rays needed to develop a strong customer base as soon as possible. "Before GoldMine, we lived on sheets of paper and index cards," says Jeff Johnson, a Sales Account Executive who joined the Devil Rays in November of 1998. The Devil Rays needed a solution that would organize their contact records, automate their business processes and help them work as a team.

The Devil Rays hired GoldMine Solutions Partner, [Business Automation Solutions](#), to install GoldMine 5.0 and to provide training for their 35 account executives, telemarketers, and interns. They chose Business Automation Solutions because of their experience and excellent reputation in the professional sports industry. Since installing GoldMine 6 months ago, the Devil Rays already have added tens of thousands of leads to their database.

The Devil Rays are using GoldMine to track all contact with their clients and prospects including every phone call they make, every letter they send, and every sale they make. "With GoldMine, we're a lot more efficient, because we don't spend our time chasing our tail and searching for paper," says Johnson. "We look at our GoldMine Activity List each morning and know how we are going to spend our day."

"I pride myself in being a good note taker," says Johnson. "But it makes such a difference when you get somebody on the phone and with the click of a few buttons, you can pull up their contact record and can remember your last conversation with them. The customer feels better served and better connected to us. GoldMine is an incredible tool for keeping track of the little bits of information that turn a sales relationship into a more personal relationship."

The Devil Rays use GoldMine's Document Management Center to send marketing collateral and expedite their order processing. In the past, employees had to hand-write every ticket order, which was a time intensive process. Now, using GoldMine's merge forms, they are able to process orders in a fraction of the time. "We hit one

Company:

Tampa Bay Devil Rays

Industry:

Professional Sports

Contact:

Jeff Johnson
Sales Account Executive

Product:

GoldMine? 5.0

Business Benefit:

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Solutions Partner:

Business Automation Solutions

Add-On Products:

FaxRush

GoldMine®
Creating Customers For Life™

button, which merges the form and prints it out,” says Jeff Johnson. “It’s an amazing time-saver.” Recently, the Devil Rays used GoldMine’s merge feature to send out surveys to their season tickets holders. With this survey, they were able to gather information about ticket usage and marketing issues.

Using GoldMine’s Groups and Filters, the Devil Rays can segment their database for marketing purposes. They can group their customer base in a variety of ways including by geographic location and by customer type. Then, they can schedule phone calls and/or send targeted marketing materials to each member of the group.

The Devil Rays use GoldMine E-mail to distribute documents that they would normally send hard copies to each other. “We get press clips from our Public Relations department about the team,” says Johnson. “Unfortunately, because of the time it takes to circulate these articles, we were never up-to-date on team news. We just began to use GoldMine E-mail to distribute information about the team. Now, everyone is current on all team news.”

The account executives and telemarketers use GoldMine’s Sales Analysis features to track calls for internal competitions. “We usually compete to see who made the most calls in a day,” says Johnson. “With GoldMine, we’re able to track the number of calls and compare them to our co-workers.”

The Devil Rays use [FaxRush](#), a GoldMine Add-on Product, to automate all faxing tasks. With the click of a button, FaxRush sends the requested information, including season ticket information or group information. Then, an Automated Process schedules a phone call reminder, where they try to close the sale. “Because of the size of our sales staff, the line at the fax machine can get really long,” says Johnson. “Time spent at the fax machine means time not spent on the phone closing sales. FaxRush has been a huge time-saver.”

Devil Ray employees have quickly embraced GoldMine. “I’m the only holdover from the pre-GoldMine days,” says Johnson. “I know that some employees have worked with other database managers in the past, but none of us would hold up another program as being superior to GoldMine. We can see the payoff of GoldMine. We’re able to communicate more effectively, and because of this—leads have stopped falling through the cracks.”

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