

SPORTSNET HOLIDAYS - Case Study

TOURISM INDUSTRY
MICROSOFT DYNAMICS CRM, SHAREPOINT AND CRM ANALYTICS

Company Description

Sportsnet Holidays is recognised as Australia's leading sports travel company, supplying Official ticket and accommodation travel packages to all domestic and international sporting events for spectators, teams, groups, clubs, Travel Agent and Tour Operators, businesses, Marketing companies and Loyalty, Reward and Incentive Management companies.

Situation

- Difficulty segmenting customer travel preferences
- Wanted to target specific marketing messages
- Needed to contact members quickly and frequently
- Frustrating attempts to retrieve documents stored all over the place

Solution

- Rob Cecconi knew Sportsnet needed a centralised, single view of their customer records
- A colleague referred JayThom who configured and implemented Microsoft Dynamics CRM
- JayThom configured SharePoint for Sportsnet's documents storage and company intranet

Benefits

- CRM reports will enable management to direct marketing efforts to events where sales are low
- No more frustrating document searches; all departments will use SharePoint to store/retrieve quickly & easily
- We feel saved thousands of dollars by having JayThom configure SharePoint intranet
- SharePoint sites for document management will be shown in CRM records



“Rather than sending out mass marketing messages to our entire customer list, JayThom segmented our customer base according to individual and company-based travel and sports preferences. The ability to analyse spending patterns and popular recreational activities provides enormous insights into more accurate decision-making. SharePoint doubles as our company intranet and central repository for our copious documents and contracts. This is just phase one of the project. We're looking forward to an ongoing partnership with JayThom to show us how to continue using the CRM and SharePoint. Integrating the two has further simplified the way we work. We feel confident that with JayThom's expertise, as shown to date, this business solution will be integral to the ongoing growth of Sportsnet Holidays.”

Rob Cecconi
Managing Director
Sportsnet Holidays

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