

TENNIS AUSTRALIA - Case Study

SPORTING INDUSTRY
MICROSOFT DYNAMICS CRM, SHAREPOINT AND CRM ANALYTICS

Company Description

Tennis Australia is the governing body of tennis within Australia, linking to member associations throughout the country. They promote and facilitate participation in tennis at all levels, and also conduct national and international tournaments. The most widely recognised of these include:

- The Davis Cup
- The Fed Cup
- Australian Open
- Tennis Pro Circuit
- Australian Open Series

Situation

- Complex relationships found in the TA working environment
- A number of disparate solutions storing data
- Inconsistent communication with members
- New member categories being introduced

Solution

The initial focus was related to a new event taking place during the 2011 Australian Open. JayThom developed a portal for registrations that was fully integrated to CRM with parents/guardians now related to their children's record. Workflows ensured timely follow-up of all registrants with information delivered directly from the CRM platform and related to the individual records so as to quickly and simply identify children that had completed the registration process. Graphical reporting integral to CRM created by JayThom allowed TA management to monitor the process in real time with numbers far exceeding best estimates. With short timelines for delivery JayThom delivered the solution on time and budget with a successful kids tennis day to be extended next year to other states in Australia.

The focus then turned to the Australian Open Membership process with new products released for the 2011 season and an enhanced engagement to be delivered to members by TA. The management of data became a priority as we did not want duplicate records so the process had to ensure a simple way of identifying a person and whether TA had engaged with that person in the past. The ability for people to attend the open and renew their memberships to the new and enhanced offerings was delivered via a newly developed web portal fully integrated to both CRM and a secure payment gateway. Once again an individual or family would create a new membership or renew their current membership with relationships managed by the CRM and the membership information related directly to contact records further enhancing the single view of the people TA interact with on a daily basis.

TA also needed to manage the available memberships with limited numbers for specific membership types and JayThom was able to deliver a comprehensive solution catering for this process with members having the ability to purchase a membership while being waitlisted for a higher level membership currently not available. The solution now triggers automated email for renewals with follow-ups to ensure members renew or TA can quickly and simply identify those that have not renewed. As with the kids tennis day timelines for delivery were tight and JayThom was able to ensure a successful AO Membership process was available for the 2011 Australian Open. The solution will now be enhanced to reward loyal members and streamline the ballot process for ticket access at the Wimbledon and French Opens.

During the Australian Open QLD was hit with the disastrous floods that took many lives and wreaked havoc on 75% of QLD. TA went to JayThom and asked for a portal to be built allowing TA to communicate with the tennis world and accept donations for the flood victims. JayThom had staff spend the weekend building the portal that was once again fully integrated to CRM and a secure payment gateway with donations being submitted on the Sunday afternoon. TA thanked JayThom for providing these services at no cost with over \$300,000 being donated via this environment.

Benefits

TA now has the confidence to continue building on the Dynamics CRM platform enhancing what has been done to better manage the complex tennis environment with member affiliates, clubs and coaches to be managed once again extending on the single view of people from the tennis world.



“TA understood the importance of selecting an implementation partner that not only understood the Dynamics platform but also business process and how these 2 areas would fit together. After meetings with potential partners JayThom and their SportsRM™ solution was selected as the partner to move forward with.”

Chris Yates
Chief Information Officer
Tennis Australia