



SPORTS

TESTIMONIAL



Brighton, UK

The Brighton & Hove Albion Football Club plays at the 30,750 all seated American Express Community Stadium and hosts many events including concerts and Rugby World Cup.

Challenge

Manage all ticketing, corporate and customer profiling activity from one central database which includes a powerful reports engine, as well as a new on-line ticketing solution which works hand-in-hand with the club's main websites.

Results

Internet based sales have performed very well over the first season and we have achieved peak away sales of over 80% on-line-with home sales peaking at 69% on-line.

“The implementation work from the TopTix team has been of a very high standard and they have showed a real attention to detail and strong work ethic in meeting our initial go-live requirements and then demonstrating a strong partnership approach in planning new updates and enhancements as we progress.”

Jenny Gower, Head of Ticketing and Supporter Services

