



SPORTS

TESTIMONIAL



West Bromwich, UK

West Bromwich Albion Football Club plays at The Hawthorns, an all-seater football stadium in West Bromwich, Sandwell, England, with a capacity of 27,000. It has been the home of Premier League club West Bromwich Albion F.C. since 1900.

Challenge

Required a solution that provided a single sales basket for upsell and cross-sell between products. Needed for a solution that was user friendly and with strong in-built reporting, online sales and customer profiling (CRM) functionality.

Results

On-line Ticket Sales increased from 33% to 50%. Huge efficiency savings for club staff. Cup Game set-up used to take 2+ days and now takes 5 minutes in SRO⁴.

“Since our implementation of TopTix Sport’s SRO⁴ software solutions in 2013 we have been delighted with the functionality and flexibility on offer. The rollover process from previous systems was seamless and we have delivered excellent benefits via increased on-line ticket and season ticket sales, Print@home delivery options and our new loyalty point programme.”

Jo Barr, Head of Ticketing

