



empath-e
MAKING CRM MAKE SENSE

Chichester Festivities reap the rewards of using Sage SalesLogix from empath-e Limited

Case Study

THE CUSTOMER

Chichester Festivities is an annual community arts festival, created in 1975, and today attracts performers like Dame Judy Dench, Lesley Garrett and Jools Holland, combining over 200 events at numerous venues around Chichester city.

Since deploying the Ticketing & Event Management System, Chichester Festivities now have a consolidated view of the events for now and in the future and have been able to demonstrate tangible benefits, particularly in having one central point for all staff to access information and the daily managerial reports giving the precise status of each event.

THE CHALLENGE

The Festivities were getting bigger and better and turnover was increasing year by year. Chichester Festivities knew that the manual system that they had employed since the creation of the Festivities in 1975 could not sustain this growth and was preventing them from moving forward. This manual system did not permit any detailed analysis and accounts had to be analysed manually, which was a very time-consuming process.

Knowing that they needed a system of sorts, they considered linking with the District Council and Chichester Festival Theatre but the particular system discussed would not be available until 2005 at the earliest.

Crucial factors in choosing a system were the cost, speed and ease of implementation, the ability to customise the system and how well it suited their current business. In addition to these requirements, the system had to be easy to use as the Festivities employ seasonal staff to operate the Box Office.

THE SOLUTION

Having considered all the alternatives, Chichester Festivities approached empath-e — as they were already supporting their existing accounting system. The system was custom designed around their exact requirements to ensure that it fitted in with the current business practices. Planning for the system commenced in December 2003 and, later that month, a presentation made to the board of the prototype. Work commenced in January 2004 and the system was up and running in April 2004 in time for the preparation of the summer festivities.

With just a small amount of training, staff were able to learn the system and use it immediately, ensuring minimal disruption to the Box Office.

Chichester Festivities utilise the system for ticket entry and bookings for the public, so that all information is held in a centralised system for all staff to access. The reporting facility permits profile creation with attendee lists for use in targeted promotional campaigns.

Liaising with and coordinating artists is now also managed within the system.

Key Requirements

- Complete view of event status and financial implications
- Daily managerial reports
- Central point for staff to access information
- More accurately targeted marketing campaigns
- More detailed information for potential sponsors

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THE RESULTS

Chichester Festivities are now completely up-to-date on every event and the financial implications day by day as the Festivities proceed. They have full details for each event in daily managerial reports. They can see exactly what is selling well, and what is not, at the touch of a button and respond accordingly, with targeted marketing and promotional activity for events that are not proving popular.

Chichester Festivities have seen marked improvement in the ease of finding the information that they require. One such example is the "Wheelchair Report", which enables the staff to be better prepared for disabled visitors by knowing the exact numbers to expect, requirements and names. The report ensures that this element of the event runs smoothly and is a better experience for the visitors themselves.

The system will also be used for future event planning. Information obtained each year will be mined, enabling "audience profiles" to be created. These profiles permit better targeting with their promotional activity and the ability to reach out to new segments.

The system also makes it possible for Chichester Festivities to attract new sponsors for the events, as they now have the ability to provide potential sponsors with accurate statistics of past and future events.

"The system was a huge step forward for us. It's saved us hours of time !"

Amanda Sharp, Director



SalesLogix Wins

- Simple & Easy to use
- Easily customised to support the Festivities
- Great reporting
- Expertise of empath-e in understanding business issues and technical capabilities

"We were really impressed by the flexibility and usability of the system."

Amanda Sharp, Director

THE FUTURE

Chichester Festivities are now running events outside of the normal Festivities season, and continue to use the full functionality of the system. During the "dark" months—they now cleanse their database, perform mail-shots and "mine" the data to ensure the last 3 years worth of data is always kept updated.

About empath-e

empath-e, a Sage Plc Business Partner, is a leading provider of Customer Relationship Management (CRM) and associated business applications in the UK. We help our customers greatly improve their performance in areas of Sales, Marketing, Customer Service & Customer Support, through the introduction of world class CRM technologies & services.

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