



CASE STUDY

A new digital age dawns at Sydney's home of sport

The SCG's new membership portal is revolutionising one of the world's most famous sporting venues



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Business Goal

The Sydney Cricket and Sports Ground Trust is responsible for managing two of Australia's most famous sports venues – the Sydney Cricket Ground and Allianz Stadium.

Together these two grounds form a central sports precinct of international standing that includes a sports museum, Member fitness centre and club facilities. They host nearly 100 sports and entertainment events and attract close to 2 million visitors each year.

The SCG Trust and its marketing and membership team realised their system of client engagement, which had been in place for many years required an update to a modern digital platform.

The introduction of a new CRM portal has provided existing members with a digital platform that has improved the experience and ease of use and engaged new prospective members with a simpler membership application process.

Project and Results

Avanade's previous experience and proven success through similar projects with the MCC and Cricket Australia made them the right choice for the project. The team worked seamlessly with the internal SCG project team as they worked toward the project goals of membership satisfaction; and membership revenue uplift from new memberships and renewals.

Utilising a fully cloud-based implementation of Microsoft's Dynamics 365 – SCG would see immediate operation results from one consolidated platform. The new solution has resulted in learning new but improved operational processes, and the team expects to see hundreds, if not thousands, of hours saved annually.

"This new centralised CRM will streamline processes of the sales and membership teams and ultimately benefit every SCG Trust department that has the responsibility of managing relationships with Members or corporate clients," said Jane Coles, General Manager Membership, Marketing & ICT at the SCG Trust. "The quality of customer interactions that can be achieved will be vastly improved with the new CRM and in turn improve our customer experience for staff, Members, corporates and stakeholders."

Overall, the new solution has proven to be easier to use, saves significant time through multiple integrations and automation of dozens of manual processes. The end result is an improved member experience and provides employees with the opportunity to focus on higher value touchpoints with their customers.

"There are more than 19,000 members of the SCG Trust and thanks to the expertise of the Avanade team throughout the CRM project, we are now able to customise our service to them better than ever," Coles added. "The ongoing development of the CRM is vital to improved customer experience, increased revenue opportunities and streamlined working processes. The new CRM system is one of the most significant upgrades in the SCG Trust's recent digital transformation, revolutionising how we interact with our large and engaged membership base."

Jane Coles | General Manager – Membership, Marketing & ICT



About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at www.avanade.com

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North America

Seattle
Phone +1 206 239 5600
America@avanade.com

South America

Sao Paulo
AvanadeBrasil@avanade.com

Africa

Pretoria
Phone +27 12 622 4400
SouthAfrica@avanade.com

Asia-Pacific

Australia
Phone +61 2 9005 5900
AsiaPac@avanade.com

Europe

London
Phone +44 0 20 7025 1000
Europe@avanade.com