


HITACHI
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 Microsoft Dynamics

Oklahoma City Thunder Case Study



 Hitachi Solutions



HITACHI SOLUTIONS AND MICROSOFT DYNAMICS PROVE A WINNING COMBINATION FOR NBA'S OKLAHOMA CITY THUNDER

“Dynamics CRM has dramatically increased our ability to connect with our fans and enhance the overall customer experience...it’s a slam dunk for any business!”

Scott Loft, Vice President, Ticket Sales, Retention & Database Operations

Challenge

Improving their fans' overall experience is as important as winning for this popular NBA franchise. With the goal to “create repeat guests profitably,” the Thunder wants to fill seats, provide a memorable time, sell merchandise, and keep fans coming back for more!

To create these sell-out crowds, the franchise knew it had to go beyond just having a great ball team. However, with more than 250,000 fans all requiring different levels of engagement with the team, no integrated system for storing and accessing customer information, and no consistent processes for leveraging the information, the franchise had no way to know where to prioritize its efforts for the greatest fan satisfaction and return on their time and resource investment.

The Thunder needed an integrated CRM system that would give them standardization and real-time visibility into all their customer intelligence to continue to continue to rank at the top of the NBA for fan services.

THE OKLAHOMA CITY THUNDER

is a successful American professional basketball franchise who plays in the Northwest Division of the Western Conference of the National Basketball Association (NBA). Formerly the Seattle SuperSonics, the team relocated to Oklahoma City, Oklahoma in 2008. As the SuperSonics, the team qualified for the NBA Playoffs 22 times, won their division six times, and won the 1979 NBA Championship. Continuing its legacy of success, in Oklahoma City, the Thunder qualified for their first playoff berth during the 2009–10 season, followed by winning their first division title as the Thunder in the 2010–11 season, and their first Western Conference championship in the 2011–12 season.





Solution

With their fan-centric goal in mind, the Thunder selected Microsoft Dynamics CRM and award-winning Microsoft Dynamics Global ISV Hitachi Solutions. They chose this solution over another major competitor because of its flexibility, ease of use, integration capabilities and lower total cost of ownership. Hitachi Solutions provided the Thunder with extensive product and industry expertise and implementation experience.

The Thunder wanted to stay on the industry-standard Ticketmaster solution for ticketing, so Hitachi Solutions helped them build and implement a Microsoft Dynamics CRM solution that wrapped every touch point of the fan experience process around this package. Microsoft Dynamics CRM created accountability and standardization of the company's Guest Care best practices, and now serves as a centralized repository for all customer information that includes a robust, 360-degree view of their customer data.

All data from the franchise's season ticket member preference center and the online survey program are now transferred on a real-time basis into Microsoft Dynamics CRM. From within CRM, the account managers can then view the customer information individually, create segmented lists, and pull reports as needed.

As part of the preference center, Twitter and Facebook profile names are captured, opening another channel of engagement between the franchise and fans. Lastly, records are attached within the marketing research data on a semi-annual basis, which supplements customer-supplied data.

Benefit

By focusing on fan service, the Thunder has increased sales and profitability, as well built fan excitement and improved their overall experience. With a streamlined and integrated system that provides complete fan information visibility, best practices,





WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts.

Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

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and accountability, the Thunder's benefits has experienced the following enhancements from its Microsoft Dynamics CRM investment:

- Soaring "overall customer experience" customer satisfaction scores
- Increasing Net Promoter Scores (NPS) of 91.2% — NBA average is only 40%
- Ranking as #1 NBA client for two consecutive years (top NBA team in overall fan experience)

Guests are now able to provide instant feedback and input via social media and other communications channels that are integrated with the CRM technology.

The Thunder has been so successful with its new CRM system that it was recently named the winner of a prestigious Microsoft Customer Excellence Award for customer care productivity.

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