

SUCCESS STORY: OTTAWA SENATORS HOCKEY CLUB

OnPath Helps NHL Franchise Club Drive Record-Breaking Sales and Revenue

Overview

While hockey fans in Ottawa, Canada, are fanatical, the city's population of less than 1 million makes it one of the smallest franchise markets in the NHL. The Ottawa Senators NHL hockey club knew that, to meet its aggressive 10-year goals, it would have to efficiently and effectively target, communicate with, and sell both season's tickets and corporate properties. Of particular importance would be the city's 25,000 local businesses, which contribute roughly 80% of the team's revenues.

The Problem

- Target, communicate and sell to approximately 25,000 businesses comprising of 150,000 contacts.
- Establish programs, processes, and technology to manage and coordinate sales and marketing activities and to optimize a sales team of 25 inside and outside sales reps.
- Ensure complete market penetration for the season's ticket drive.
- Establish an effective customer relationship management (CRM) solution. The solution would have to be right-sized and easy to use to ensure adoption by the Senators aggressive sales team, which was accustomed to using GoldMine Contact Manager.
- Integrate the new CRM solution with an existing ticket system.
- Create a database for all local Ottawa businesses.
- A three-week window – the season ticket drive was looming.

The Solution

- OnPath chose the SalesLogix CRM application as the most viable option to meet the Senators' business challenges.
- A phased implementation approach, beginning with a proof of concept, was designed to support the pending season ticket drive immediately, later tackling other sales and customer service challenges.
- A Simple Conversation Program was combined with emails to extend the sales teams' reach during this critical period and drive opportunities deeper into the sales funnel.

The Result

- Top 10 ranking in the League for average attendance, corporate sales and group sales.
- Record season-ticket sales for the season.
- 33 regular-season sell-outs.
- Successful database migration from Goldmine to Sage Saleslogix.
- Reports that allow the management team instant visibility on ticket

Client



The Ottawa Senators Hockey Club set an aggressive 10-year roadmap for success, but must meet its goals in one of the league's smallest markets - a local population of just 1 million.

Programs Selected

- SalesLogix CRM
- Data Cleansing & Conversion
- Appointment Setting
- Closing Sales

Measurable Results

- Broke season ticket sales record for year
- Ranked in the League Top 10 for average attendance, corporate sales, and group sales
- 33 regular-season sell-outs that year

Testimonials

"We now have all the tools in place to drive our processes and more importantly to measure and improve how we do business." – Mark V. Bonneau, Ottawa Senators Hockey Club

Make a Smart Call: Start a Conversation with Us

800-299-5608