



ATTRACTION

TESTIMONIAL



Atlanta, GA

The College Football Hall of Fame is a 94,256-square-foot attraction located in the heart of Atlanta's sports, entertainment and tourism district which provides visitors with a highly immersive, interactive and engaging experience using a blend of historic college football artifacts and state-of-the-art, interactive multimedia exhibits. The National Football Foundation launched the Hall of Fame in 1951 to stand as one of the nation's premier sports shrines, immortalizing the game's greatest players and coaches as positive role models for future generations.

Challenge

When The College Football Hall of Fame made the move from South Bend, Indiana to the heart of downtown Atlanta's sports and entertainment district in 2014, the management team had big plans to harness advanced digital technology and RFID (Radio Frequency Identification) to create a highly interactive and memorable fan experience.

Results

SRO⁴ is successfully delivering on the CFBHALL CRM and ticketing goals and supporting hundreds of thousands of annual visitors, including: gathering every customer transaction into a single data record; facilitating all customer interactions including web, mobile, box office and telephone ticket sales; managing and fulfilling gift vouchers; tracking membership activity; and integrating with the RFID technology provider (StarkRFID).

"We serve a diverse customer base, and with such a customized experience we needed a system that would provide both flexibility and speed. We couldn't be happier with how TopTix and SRO⁴ have delivered, and have now become integral to helping us fulfil our business and customer service goals."

John Christie, Chief Operating Officer, CFBHALL