



SPORTS

TESTIMONIAL



Llanelli, South Wales

The Scarlets Rugby Club's home stadium Parc y Scarlets seats almost 15,000 and also plays host to Llanelli RFC as well as numerous concerts, football matches and events.

Challenge

Scarlets' management team had a clear understanding of the venue's requirements and we looked at various solutions across the market place. We needed a ticketing and marketing solution that was user friendly and strong in reporting, online sales and customer profiling. A cutting edge, wholly reliable and highly efficient ticketing and marketing system was vital.

Results

Online ticket sales through the eSRO website increased dramatically throughout Scarlets' first three home games of the season. The Ospreys fixture, which attracted a near-capacity crowd, achieved record online ticket sales with an increase of over 50% on the previous best total for internet sales.

"SRO⁴ is a key part of our internal systems and works hand-in-hand with other systems. The implementation and training has been excellent and we now have a very user friendly and modern system that has been adopted by all key staff. Best of all, our reporting has improved significantly and our on-line ticket sales have already grown by over 50% for early games."

Mark Davies, Scarlets Chief Executive