

# Hamilton Park Racecourse Ticketing CRM Solution



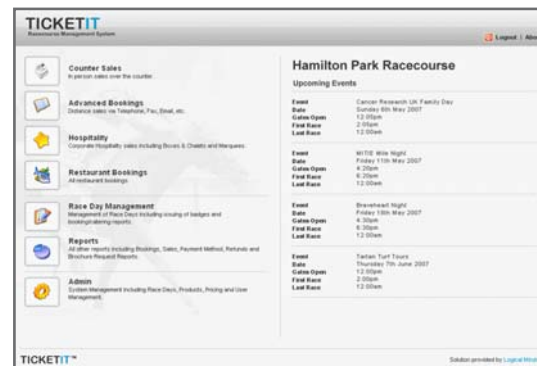
## About The Company

With a fun-packed season of fixtures from May to September and stunning event facilities, Hamilton Park is the venue of choice for hundreds of racegoers and corporate clients.

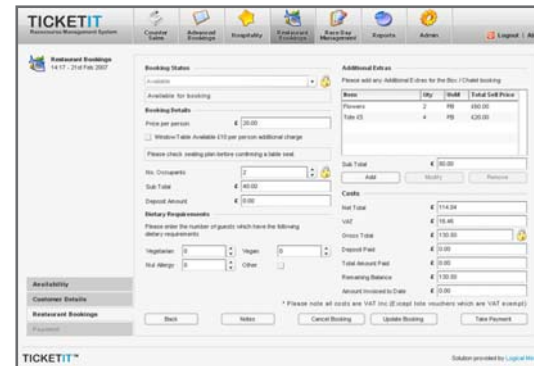
## Racecourse Requirement

After recognising that its existing paper-based & isolated electronic systems were not assisting capture of client and sales data, the racecourse identified the need for a managed on-demand ticketing solution that would centralise and streamline its operations and support its advanced booking telesales.

Considering several solutions providers, the racecourse finally selected Logical Minds for its ability to produce a tailored solution to an agreed timescale and budget.



*“Logical Minds’ solution has played a key role in helping us to increase our advanced ticket sales by 30%.”*



## Logical Minds’ Solution

Logical Minds addressed the issue of poor data capture through its TicketIT solution, which provides centralised real-time data for the racecourse sales staff and managers.

The solution delivered a seamless audit trail through the business, from details on which events and services have proved most popular, to individual client purchasing history and overall sales performance.

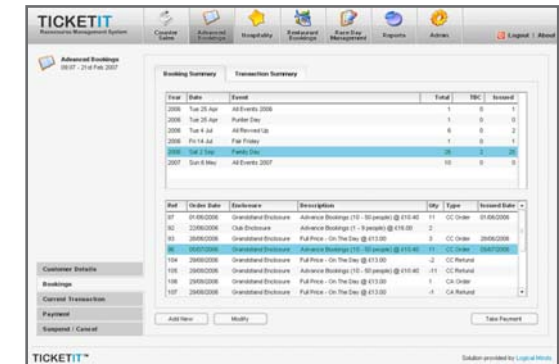
An easy to use interface and process-led solution ensured minimal staff training.

## The Business Benefits

By contacting clients about events of interest, the sales team has seen advanced bookings soar without the need to recruit extra staff.

*“The solution is telling us what our clients want and is collecting useful sales & marketing data all the time”*

Realtime data is also helping managers to evaluate sales performance and gain accurate management reports on race meeting bookings for the events ahead.



## Client Experience

Racecourse Chief Executive, Alastair Warwick, says: *“Logical Minds’ solution works extremely efficiently and is proving to be an invaluable element of our sales success”*

**Alastair Warwick**  
Chief Executive, Hamilton Park Racecourse.