



COUNTER SOLUTIONS

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Case Studies - Stadia & Leisure



Crystal Palace FC

Profile/Introduction

Card Applications

EPoS Solutions

Software Applications

Client Services

Case Studies

Business and Industry
Education
Hotel and Restaurant
Stadia and Leisure

Blackburn Rovers FC
London Clubs International
Grosvenor Casinos
The Royal Opera House
Crystal Palace FC

When they selected TeamCard at the start of the 2001/02 football season Crystal Palace Football Club became the first club outside the Premiership to utilize smartcard technology for Season Ticket access to the ground. Furthermore the club setup a membership scheme for non-Season Ticket holders creating a total cardholder population of around 18,000. It was the clubs intention to use the card to award loyalty points based on products bought and time of purchase in both retail and catering environments.

The club had identified quite a number of issues to address in order to generate additional revenue all of which quite common to most other clubs, a few of those being –

- **Large Anonymous Customer Base**
- **No Incentive for Supporters to Use Club Facilities**
- **Competition - 12 Pubs 5 Mins Walk from Ground**
- **No Visibility of Individual Client Spend**
- **No Visibility of Supporters Not Using Facilities**
- **High Volume Transactions In Short Periods**
- **Unable to Maximise Potential Customer Spend**

With only four months to the start of the season the club began the search for a Point of Sale system, sophisticated enough to manage multiple pricing, promotions, loyalty and detailed reporting. A proven centrally managed networked application was required with complete integration to the Smartcard.

The supplier had to be fully experienced with integrated Smartcard technology, flexible and innovative to manage this pioneering concept within the demanding football environment.

Having reviewed the potential supplier options the emphatic choice was –





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Counter Solutions

With only six weeks before kickoff Counter Solutions began the installation of eighty EPoS terminals a mixture of IBM touch screens and the DTEX Membrane terminals all configured to communicate over the network to a dedicated NT Server operating the OutletWise EPoS Management & Reporting software. The sales database was designed and built as part of the implementation process, development between the Smartcard and sales database allowed loyalty points to be awarded seamlessly at the point of purchase. The identified issues were addressed using the OutletWise EPoS Management & Reporting software, identifying client spending patterns and habits, real time analysis of actual margins and an increase in speed of service at the point of sale. During a game in excess of 20,000 supporters are served in very short timeslots.

The results of the system implementation have shown numerous tangible benefits for both the club and supporters alike –

- **Increased Revenue**
- **Effective Promotions – The Right Targets, The Right Products**
- **Supporters Targeted Via Mail and Internet**
- **Staggered Flow of Customers**
- **Increased Speed of Service**
- **Accurate Financial Reporting**
- **Improved Client Satisfaction**
- **Increased Sense Of Club/Community Identity**

Key features

- **Restaurant / Bar / Kiosk Operation**
- **Full Loyalty & Promotion Smartcard Integration**
- **Colour Touch Screen & Membrane EPoS Terminals**
- **Software Operating Under Windows NT**
- **Central EPoS Maintenance & Reporting**
- **365 days per year System Support & Remote Diagnostics**

