



The Digital Playbook: Deploying CRM Systems into Sports Team Operations

Explore the potential of Customer Relationship Management (CRM) systems as a transformative tool to address inefficiencies, enhance internal management, and drive team success

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ABOUT PROXIMO 3

Our team of trusted Microsoft MVPs have over 40 years of industry experience working with Dynamics 365 and the Power Platform applications.

Our consultants are Microsoft certified with strong connections within the Microsoft community, giving us the agility to accelerate project results to define and create the best solutions.

Our consultancy practice helps customers to maximise their project investment. With our expertise, we help organisations empower their teams, get business insights, and accelerate their project delivery.

Executive summary

Dynamics 365 is a portfolio of intelligent business applications that deliver superior operational efficiency and breakthrough customer experiences enabling businesses to become more agile and reduce complexity without increasing costs

Increase Efficiency

Move away from physical spreadsheets and swap to an online centralised CRM system, accessible anytime anywhere for an unlimited number of users



Automation

Monitor and automate your sponsorship activities through an online database by building repeat journeys for monotonous processes such as quarterly billings.



Increase Engagement

Build, target, and review every stage of your campaign. Take advantage of personalised messaging to increase engagement and conversions on your campaigns.



Introduction

Effective internal management is crucial for the success of sports teams. Despite the dynamic and high-stakes nature of the industry, many teams struggle with inefficiencies in key areas such as **sponsorship management, player management, asset management, and event management**. These challenges hinder performance and profitability, making it a top priority to find innovative solutions. This whitepaper explores the potential of Customer Relationship Management (CRM) systems as a transformative tool to address these inefficiencies, enhance internal management, and drive team success.

Enhancing Internal Management for Sports Teams

Sports teams today face multifaceted challenges in their internal management, impacting both performance and profitability. Key areas such as sponsorship management, player management, asset management, and event management suffer from significant inefficiencies and lack of visibility, hindering overall team success.

“Proximo 3 have given invaluable advice when needed and also created bespoke systems that has streamlined the way we operate”

GERRY MCLAUGHLIN, COMMERCIAL DIRECTOR
Glasgow Clan

Key challenges

SPONSORSHIP MANAGEMENT

Sponsorship Managers often struggle with a lack of visibility and collaboration tools, resulting in missed opportunities and inefficient handling of sponsor relationships. The absence of a robust, centralised system significantly hampers their ability to keep track of numerous sponsorship deals, manage sponsor deliverables, and ensure timely communication with sponsors.

*Global sports sponsorship revenue was estimated to reach **\$62.7 billion in 2021**, reflecting the significant impact sponsorship has on sports team finances*

Without a centralised system, sponsorship managers must manually compile and update information from various sources, which is both time-consuming and prone to errors, making it difficult to maintain a **clear and comprehensive view of all ongoing and potential sponsorship deals**. Consequently, managers may miss key opportunities to renew or negotiate contracts, leading to lost revenue and missed chances to strengthen sponsor relationships.

Sponsors often have specific expectations and requirements such as branding opportunities, promotional activities, and access to exclusive events that must be met within agreed-upon timelines, **it's easy for deliverables to be overlooked or delayed without a system in place**, damaging the credibility and reliability of the team, leading to strained relationships and a reluctance from sponsors to engage in future deals.

Key challenges

OPERATIONAL PROCESSES

Operations managers face critical issues due to the **absence of streamlined internal processes**, particularly in sales. This affects their ability to effectively generate and nurture leads, track sales performance, and close deals. Without standardised processes, inconsistencies arise, reducing overall operational efficiency.

*Companies using CRM software can improve sales efficiency by **44%**, according to a study by Nucleus Research*

Generating and nurturing leads becomes difficult without consistent processes, leading to missed opportunities and ineffective engagement. Tracking sales performance is also compromised; **key performance indicators may not be accurately monitored**, making it hard to evaluate strategies and optimise performance. Closing deals becomes more challenging due to confusion and delays in the absence of a clear, standardised approach.

These inefficiencies create a fragmented workflow, leading to duplicated efforts and wasted resources. **Teams often spend excessive time on administrative tasks, reducing productivity and the organisation's ability to respond quickly to market changes and customer needs.**

*Businesses that use CRM systems can boost lead conversion rates by up to **300%***

Key challenges

PLAYER MANAGEMENT

Poor visibility into player management, including player contracts and performance metrics, presents significant challenges. Without a cohesive system to track player data, teams struggle to manage contracts, monitor player health and performance, and make informed decisions regarding player transfers and renewals.

*Sports teams that utilise data analytics and integrated systems for player management can increase player performance metrics by **up to 10-15%***

ASSET MANAGEMENT

Inefficient asset management leads to losses. When teams fail to optimise their asset management processes, they find significant inefficiencies that hinder overall productivity and financial performance. We're seeing teams that lack a **comprehensive system to track and manage physical assets such as equipment, facilities, and merchandise.**

Without a centralised and effective tracking system, it becomes difficult for team members to locate and effectively use assets when needed, resulting in equipment sitting idle or misplaced, facilities not being maintained or used to their full potential, and merchandise not being accounted for accurately.

This results in financial wastage and logistical challenges. The financial implications can be substantial, with costs escalating due to the need for unnecessary replacements or repairs, and potential revenue being lost due to operational delays. Logistical challenges arise, as the disorganised state of asset management can lead to delays in project timelines, disruptions in supply chains, and an overall decrease in service quality. The lack of an efficient asset management system not only affects the immediate operational capabilities but also has long-term repercussions on a teams growth and success.

EVENT MANAGEMENT

The absence of an integrated solution with teams to plan, execute, and monitor events leads to poor coordination, increased costs, and poor fan experiences.

We've seen a rise in miscommunication between different departments, scheduling conflicts, and logistical errors that disrupt the smooth flow of events. This not only impacts revenue from ticket sales and merchandise but also affects the team's brand reputation.

Poorly coordinated events can result in delayed start times, overcrowded or empty sections, and inadequate amenities such as food, and beverages, which all contribute to a negative experience for attendees. The increased costs stem from the need to allocate additional resources to handle unforeseen issues and inefficiencies, such as last-minute staffing, rushed transportation of equipment, or emergency repairs.

Without an integrated event management solution, it becomes challenging to gather and analyse data on event performance. This data is crucial for understanding what went well and what needs improvement, allowing for continuous enhancement of future events. The inability to monitor events means missed opportunities for innovation, further hindering a team's growth and profitability.

The lack of an efficient event management system not only causes immediate operational and financial setbacks but also has long-term adverse effects on fan engagement, revenue streams, and brand strength.

Proposed Solution

To overcome these challenges, sports teams can adopt a robust CRM system that provides a unified platform for managing sponsorships, sales processes, player information, assets, and events. A comprehensive CRM system would consolidate all these functions into a single, integrated solution, significantly **enhancing visibility across the organisation.**

A unified platform enhances data accuracy and reliability. When all information is centralised, the number of errors due to data silos or duplication is minimised. This accurate data is crucial for making informed decisions. A tailored system drives better decision-making and improves team performance. Providing a holistic view of the organisation's operations allows leadership to **identify trends, foresee potential issues, and make proactive adjustments.** Tracking player performance and health data can lead to more effective training programs and injury prevention strategies. Enhanced sponsorship management ensures that partners are receiving maximum value, fostering stronger relationships and potentially leading to increased sponsorship revenue.

In summary, the adoption of a comprehensive CRM system can transform the way sports teams manage their operations, from sponsorships and sales to player information and event management. This integrated approach not only enhances efficiency and collaboration but also supports strategic decision-making, ultimately driving the team's success both on and off the field.

"Caledonia Gladiators are absolutely delighted to be working with Proximo 3. The Power Sports Team Management software tool that has been created and integrated has allowed us a fantastic platform to profile, log, and store key player information, such as contracts, visas, and registration details in one secure space: a vital ingredient for any professional sports team."

Lisa Palombo

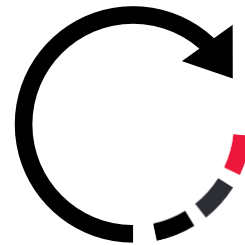
Head of Operations, Caledonia Gladiators

Proposed Solution

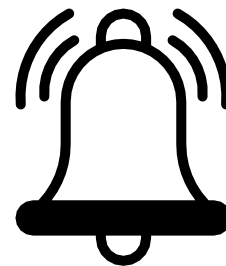
SPONSORSHIP MANAGEMENT

A comprehensive Sponsorship Management Solution within a CRM system will significantly enhance how sports teams handle their sponsorship activities. By centralising all sponsorship-related information, teams can maintain a single, organised place for tracking deals, managing deliverables, and communicating with sponsors. Eliminating the confusion and inefficiencies from scattered data and disparate systems, ensuring that every piece of sponsorship information is easily **accessible and up-to-date**.

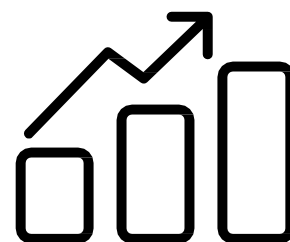
Track the progress of deals, monitor the status of negotiations, the specific terms of each agreement, and any outstanding obligations.



Automate reminders for important deadlines and deliverable sent, and any outstanding obligations.



Refine sponsorship strategies, targeting the types of sponsors and deals that provide the greatest value



Proposed Solution

OPERATIONAL PROCESSES

An effective Operational Processes Solution will significantly enhance how teams manage their sales activities.

By standardising sales processes, teams gain a consistent framework that operations managers can use to **generate and nurture leads more effectively**. This standardisation ensures that all team members follow best practices and adhere to established procedures, significantly improving overall sales performance.

Centralised data base



Consolidate all sales-related information into a single, easily accessible location, providing a comprehensive view data, including history and preferences. With this, team are able to to meet the specific needs and interests of each lead, increasing successful conversions.

Real-time tracking



Monitor metrics, such as number of leads generated, status of each lead, conversion rates, and performance of individual sales team members. This real-time visibility enables managers to identify trends and patterns, assess the effectiveness of different sales strategies, and make data-driven decisions to optimise the sales process.

Automate routine tasks



Automatically assign leads to sales representatives, send follow-up emails to prospects, and schedule reminders for important activities. These automation capabilities reduce the administrative burden on sales teams, allowing them to focus on building relationships and closing deals.

Proposed Solution

PLAYER MANAGEMENT SOLUTION

Integrating player management into a CRM system provides sports teams with a comprehensive and centralised view of all aspects related to their players, including contracts, health metrics, and performance data. Allowing teams to manage player-related information more efficiently and make better-informed decisions that can significantly impact their success on and off the field.

Centralised location

Teams can easily access and manage all contractual details, duration, salary, bonus structures, and clauses. Ensuring management can quickly assess contract status and make timely decisions regarding renewals, negotiations, or terminations. Automated reminders help prevent oversight and ensure that all contractual obligations are met.

Performance data

A detailed overview of each player's on-field performance can be used to evaluate player performance objectively, identify strengths and weaknesses, and tailor training programs to address specific areas of improvement. Performance data can be used to make strategic decisions regarding player selection, positioning, and tactics for upcoming matches.

A unified approach

Better player management fosters better communication and collaboration among different departments within the organisation. Coaches, medical staff, analysts, and management can all access the same up-to-date information, ensuring that everyone is aligned and working towards the same goals. This unified approach helps create a more cohesive and efficient team environment.

Proposed Solution

ASSET MANAGEMENT SOLUTION

A CRM system can offer a unified platform to track and manage all physical assets. This includes equipment, facilities, and merchandise, ensuring optimal utilization and reducing financial wastage. Real-time tracking and reporting can **streamline logistical challenges and enhance overall asset management.**

Implementing an integrated asset management system can lead to cost savings of 15-20% due to improved asset utilisation and reduced losses

EVENTS MANAGEMENT SOLUTION

A CRM system can integrate event planning, execution, and monitoring, ensuring better coordination and reduced costs. Enhanced visibility into event operations can improve fan experiences, boost ticket sales, and strengthen the team's brand reputation.

Sports teams that adopt CRM systems for event management report a 40% improvement in event coordination efficiency and a 25% reduction in event planning costs

Conclusion

Deploying CRM systems into sports team operations offers a comprehensive solution to the multifaceted challenges teams face in internal management. By enhancing visibility, improving collaboration, and streamlining operations, CRM systems can drive better decision-making and team performance. Leveraging technology in this way ensures that all aspects of internal management are synchronised, leading to greater efficiency and success both on and off the field. Sports teams that adopt these systems will be better positioned to achieve sustained excellence in an increasingly competitive environment.

Microsoft Dynamics 365

Dynamics 365 is a portfolio of intelligent business applications that delivers superior operational efficiency and breakthrough customer experiences enabling businesses to become more agile and reduce complexity without increasing costs.

Reach out to us today to find out how we can use Microsoft Dynamics 365 to streamline the way you operate.

Email us - marketing@proximo3.com for more information.