

## University of Cincinnati Ticket Operations Saves Time *and* Increases Season Ticket Renewals:

For the University of Cincinnati Athletics Department, communicating with season ticket holders regarding renewals, special offers, and event announcements was a challenge.

Employing students to make season ticket renewal calls was ineffective and time consuming. The student's didn't reliably follow the prescribed phone script so information given to season ticket holders was often inconsistent.

Since implementing One Call Now's web-based system for voice, email and text notifications, the Ticket office has been able to quickly send consistent and informative messages to its season ticket holders. The results: substantial improvements in ticket renewal rates and season ticket holder satisfaction.

**"The price we pay to One Call Now is a drop in the bucket compared to the time we have saved and the value we receive," said Cecil Hairston, Assistant Athletic Director/Ticket Operations. "It helps us ensure that everyone gets the same message. We use messages from our coaches to encourage our season ticket holders to renew so they don't miss out on our exciting brand of Bearcat football and basketball."**

Added Mr Hairston, "I am a big proponent of One Call Now, having used it at my previous position at Oregon State University."

***When a solution saves an Athletic Department time and money AND it contributes to increased Season Ticket Renewals, It's a good thing.***

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#### THE CLIENT:

*The University of Cincinnati Athletics department.*

#### THE CHALLENGE:

- Increase season ticket renewals for both football and basketball
- Had been using students to make phone calls to season ticket holders with limited success.

#### THE SOLUTION:

*The University's ticket operations department implemented One Call Now to make calls to season ticket holders. Using the One Call Now "hot transfer" feature allowed call recipients to speak to a live ticket representative immediately to renew their seats*

#### THE RESULTS:

*The University:*

- Quickly reached its entire season ticket holders database without additional phone lines, hardware or software.
- Saved over 400 hours of time spent on the phone calling season ticket holders.
- Recorded messages from Head Football Coach Tommy Tuberville and Head Basketball Coach, Mick Cronin were delivered directly to the season ticket holders, urging them to renew their tickets.
- Communicated special offers to non-renewing ticket holders, resulting in recouped ticket sale losses.