

# Microsoft Dynamics CRM Online Professional Sports

## CLIENT SUCCESS STORY

### Florence Freedom Scores With Microsoft Dynamics CRM From Socius

#### CUSTOMER

Florence Freedom

#### INDUSTRY

Minor League Baseball

#### LOCATION

Florence, Kentucky

#### Number of Employees

10

#### SYSTEM

Microsoft Dynamics CRM Online

The Florence Freedom are part of the Frontier League, a 12-team Independent Professional Baseball League established in 1993. The team relies on ticket sales for much of its revenue. Group sales and season ticket holders deliver the most reliable income source and are therefore actively courted by the organization. When Florence Freedom needed assistance building the relationships that lead to more ticket sales, they turned to Socius and Microsoft Dynamics CRM Online.

#### Applications Strike Out

“As our organization grew, we required more sophisticated means to track our prospects and nurture our relationships,” explains Clint Brown, president and CEO of Florence Freedom. “When we started out five years ago, Outlook Business Contact Manager was sufficient, but as our number of contacts grew to more than 20,000, it became incredibly slow.”

To boost performance, Brown discovered he would have to upgrade each of



the workstations with more powerful processors and operating systems. That reality prompted him to begin looking for a powerful CRM solution that would centralize customer information, streamline business processes, deliver the intuitive ease-of-use his staff enjoyed with Outlook, and require minimal IT resources.

“A hosted CRM solution appealed to us because we are a small organization without dedicated IT staff,” Brown says. “We looked seriously at Salesforce.com, but we felt it was cost-prohibitive and overly-complex for our needs.”

#### CHALLENGE

As Florence Freedom's contact list grew to over 20,000, Microsoft Outlook was overwhelmed. With few internal IT resources, the organization sought a hosted CRM solution.

#### SOLUTION

Microsoft Dynamics CRM Online is a powerful, easy-to-use, and cost-effective solution that requires only minimal IT resources. Socius was able to implement it within two weeks.

#### RESULTS

Ticket sales are up 10% due in part to more proactive sales activity. The familiar interface minimized the learning curve. Cost-effective solution was 1/3 the cost of Salesforce.com.

*"Microsoft Dynamics CRM Online offered the functionality we were looking for and the familiar Outlook-style interface, for about one-third the cost of Salesforce.com. Socius was able to get us up and running — with all our existing data converted to the new system — within two weeks."*

### **Socius Hits It Out Of The Park**

Florence Freedom's IT consultant recommended that Brown speak with Socius, a leading provider of CRM solutions to small and mid-market organizations. "We met with Socius and they introduced us to Microsoft Dynamics CRM Online," Brown says. "Microsoft Dynamics CRM offered the functionality we were looking for and the familiar Outlook-style interface, for about one-third the cost of Salesforce.com." Another benefit of the solution quickly became apparent. "Socius was able to get us up and running — with all our existing data converted to the new system — within two weeks," says Brown.

### **A Winning Record**

The feature set, performance, and flexibility of Microsoft Dynamics CRM Online are paying off in terms of enhanced productivity and management insight. Every call, e-mail, or written correspondence is tracked and recorded in the software.

Socius added a field for Disposition so that representatives can select from a new drop-down list of outcomes, such as Send Contract or Left Message, when they record the results from each customer interaction.

Socius also showed Florence Freedom how it could segregate the single, centralized database to suit their business model. "We've segregated the database to create sales territories and then assigned contacts to a specific territory," explains Brown. "Each sales representative has their own territory, and as they login to the software, they see only the contacts in their territory."

Brown praises the management reporting tools the software provides that allow him to monitor individual performance and other factors affecting the organization's sales process. "By monitoring the disposition of each call we can see where we are successful and where we're not," he says. "For example, if we see that one representative is having difficulty reaching the decision makers, we provide them with strategic training."

Florence Freedom can analyze other factors, such as corporation size and industry, and then target organizations similar to those that have delivered positive results.

### **Ticket Sales Up 10 Percent**

In addition to providing valuable data to management, the software is helping the sales representatives to achieve their goals. "We ask each representative to make 50 telephone calls a day, but until now we had no way to monitor that volume," says Brown. "Now the software shows us each representative's activities and the disposition of each call."

Ticket sales are ahead of last year's pace by 10 percent, a fact Brown attributes to the sales representatives' ability to take proactive action, reaching out to contacts with regularity and establishing a repeatable sales process.

### **A Real Team Player**

Brown appreciates the local support that Socius provides, contrasting it to the impersonal help lines provided by many hosted CRM systems. "We're fans — Socius provides us with great support," he concludes. "They know our business and therefore can quickly address our problems creatively and professionally."

**socius**

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