

Boston Celtics Increase Sales through Hurrah!

The Boston Celtics, the most successful NBA franchise with 17 championships – more than any other NBA club – has relied on both its historical legacy and modern technology to achieve sales growth. The Celtics sales team knew about respecting the trust of the fan and bonding season ticket holders with the team long-term as a priority, but measuring sales and encouraging the sales force was another story.

Challenge

The young, modern Celtics sales force lacked competitive energy or a sense of teamwork, while weekly reports did not inspire friendly rivalry among reps, and reporting inaccuracies were high. The sales team was using its ticketing system as a CRM, which wasn't made for those demands.

Senior Director of Ticket Sales for the Celtics, Jim Davis, sought a system that would promote a competitive, fun atmosphere while increasing sales. Case studies on Hurrah! Leaderboard®, including those about the Charlotte Hornets, Minnesota Timberwolves, and Miami Dolphins, showed that the Hurrah! system would be a good match for the Celtics.

Solution

Hurrah! Leaderboard®, from CRMGamified, is a dynamically updating leaderboard that shares sales data from CRM through game elements like rankings, awards and recognition. Hurrah! gave Celtics management the opportunity to study the way the sales closure process worked along with user actions such as the way the phone played into data entry.

Davis and his team saw the sales staff energy change from a quiet department to a celebratory, competitive one. Personalized music plays when sales are closed and data input has been more accurate. Motivational components, including quotes, video of game highlights, and funny videos of employees have been added in. The sense of fun and teamwork that wasn't there before makes for a great work atmosphere

The changed energy has attracted the attention of management and other departments. Now, the sales team receives visits from the game operations department, sponsorship and community relations, and upper management, all of whom are interested and invested in the sales process as a result.

Results

Sales increased after the adoption of Hurrah! The younger, competitive sales team gets excited about team shares when reps make a sale, with everyone in the room celebrating a sales win and then pushing themselves to be the next winner. There was a significant increase in CRM input with fewer mistakes, since reps were alerted to complete fields during the sales closing process.

Sales are now measured through a variety of criteria, which revealed a valuable predictive revenue component. Lower sales performers are able to see the effects of higher sale makers and their corresponding revenue, which in turn encourages them to increase their sales. In effect, Hurrah! CRM has meant better sales for the Celtics due to better metrics and a competitive, rewarding environment.

Quote

“I would wholly recommend Hurrah! to other teams or other companies who are looking to increase their CRM use with their sales reps, improve the sales culture within their sales team, and create that overall positive competitive environment that results in increased revenue and a fantastic working environment.”

Jim Davis – Senior Director of Ticket Sales