Southampton Football Club scores ticketing win with Advanced

Submitted by: Advanced Computer Software Group Limited
Monday, 23 January 2017

Southampton Football Club (FC) (https://southamptonfc.com/) has announced its decision to partner with Advanced (http://www.oneadvanced.com/) and implement its innovative ticketing ecommerce solution, TALENT Sport, as part of a multi-year agreement. Improving the overall fan experience when purchasing online, especially during periods of high demand, the solution will help to increase the club's volume of online ticket sales through a fully mobile responsive site and intuitive online customer journey.

Southampton FC will use fan data held within the solution to engage with fans online, targeting them with relevant promotions based on their preferences and interests, as well as providing an easier ticket buying process. All online purchases will be managed through the TALENT Sport website, ensuring a fast and secure online experience that allows customers to make multiple purchases in one single transaction, on a range of devices.

"It was an easy decision to choose Advanced's solution," commented Danielle Lewis, Head of Ticketing & Hospitality at Southampton FC. "It was essential that we used technology to lead the way in our fan engagement strategy, and Advanced's track record and credentials in the sports sector are second to none. We have been working collaboratively with Advanced to define our requirements and objectives and we are confident that they will enable us to achieve our goals, improve our fans' online experience and deliver a first-class solution."

The highly robust software, which operates 24/7 in the private cloud, guarantees first rate levels of service and performance. Southampton FC will also benefit from Advanced's buy-back system, which allows season ticket holders (STH) who cannot make a match to release their ticket back to the club. The club will also be able to manage the secure sale of the ticket to another fan, as well as driving value for the STH.

Mark Dewell, MD, Specialist Solutions - Advanced, concludes: "Fans are leading the way in the digital era, expecting around the clock, fast and reliable access from any device when purchasing from clubs. It's rewarding to see a number of clubs recognising that our solution can deliver that connected fan experience. We are looking forward to helping Southampton FC keep one-step ahead of their fans' requirements now and for the long term."

-ENDS-

Note to editors:

*Advanced Computer Software Group was renamed Advanced on April 11 2016, as part of a global rebrand.

About Advanced

Through our enterprise and market focused solutions we positively impact millions of people's lives through continually investing in our people, partnerships and own technologies to stay focused on our markets', customers' and their stakeholders' needs. We enable our customers to drive efficiencies,

savings and growth opportunities through focused, right-first-time software solutions that evolve with the changing needs of their business and the markets they operate in. True partnership is the defining thing that makes us different from the competition. We pride ourselves on delivering focused software solutions for public sector, enterprise commercial and health & care organisations that simplify complex business challenges and deliver immediate value.

Advanced is a Sunday Times Top Track 250 Company 2016 and was ranked in the Deloitte UK Fast 50 which recognises the 50 fastest growing technology companies in the UK and a winner of the Tech Company of the Year in PwC's UK Tech Awards in 2014.

www.oneadvanced.com

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