

# CASE STUDY: CRICKET AUSTRALIA

How Profisee helped Cricket Australia achieve their Insight Driven Enterprise.



## KEY DATA POINTS



**AU \$380 Million**

FY16 Revenue



**1,429,529**

Participants



**3,622**

Cricket Clubs In AU

Cricket Australia is the national governing body for the game in Australia. CA has a vision for cricket to be Australia's favorite sport, and a sport for all Australians. Its purpose is for cricket to unite and inspire the nation.

### Challenges:

*Wanted Better Business Engagement – 360° View*

- Could not accurately ID new and returning customers.
- Unable to develop strategic upsell/cross sell campaigns.
- Wanted to be able to track customer engagement and reward those highly valuable customers.
- Needed a process for creating complete view of Customer

### Strategy:

*Implement Customer Clean Up Solution in the Cloud*

- Implemented the Profisee Platform. Cleansed, matched and de-duplicated customer data from existing source systems.
- Align with cloud strategy. Customer MDM solution needed to run on Azure infrastructure.
- Build a Culture of Data. Support internal efforts to market the right offers to the right customers at the right time. Support growing TV viewership and club participation.

### Outcomes:

*Develop Single and Account Solution*

- ID highly valuable customers – Upsell/Cross Sell
- Customer segmentation to drive better campaigns.