



Spartak Stadium – Otkrytiye Arena has started using Manzana Loyalty and Microsoft Dynamics CRM

The Manzana Group is going to provide CRM support at Otkrytiye Arena Stadium. The company offered its own Manzana Loyalty solution, which is successfully used for marketing and sales management in the B2C sector. The system offers a ready-to-use set of tools for efficient management of relationships with customers and for intellectual marketing analysis. The important advantage of Manzana Loyalty, which predetermined the choice of the partner for automation of the stadium, was the fact that the solution was based on the well-known and reliable Microsoft Dynamics CRM platform.

The opening ceremony of the stadium of Football Club Spartak Moscow – Otkrytiye Arena – was held at the beginning of September in 2014. At present, it can accommodate 42,000 people, and by the 2018 FIFA World Cup its capacity will increase to 45,000.

The venue implements the concept of a cash-free zone. This decision was adopted with consideration of the specific operation of football stadiums where tickets are generally sold during one hour before the game and during halftimes. Payment by bank cards increases the service rate and, consequently, the level of customers' satisfaction.

At Otkrytiye Arena Stadium, payment can be made by cards of any banks; besides, the Otkrytiye Bank and FC Spartak Moscow have launched 3 types of cards specially issued for club fans and stadium audience. One of the types is a fan card, by using which a season pass for home games of Spartak can be bought and which can be used as an ordinary debit card. When buying a season pass for a new season, fans of the Spartak Football Club should fill out a form for a prepaid reloadable card issued by the Otkrytiye Bank; the form is available both at the stadium ticket office and online.

For the 2014-15 season, Otkrytiye Arena has sold more than 18,000 season passes, thus, having exceeded the sales in the previous years and having set an absolute record in the Russian history of season ticket sales.

Spartak and the Otkrytiye Bank studied the experience of foreign stadiums to make sure that the cash-free concept would work successfully. They decided to automate interaction of all the stadium structures to the maximum and to combine them in one system. They needed a flexible, efficient and reliable solution so that all the stadium subdivisions would operate like a single mechanism. The club managers also decided to use fan cards and other tools to improve relationships with Spartak fans. Card holders will be offered different privileges included in the loyalty program that was launched in October.

Addressing the set objectives, the Manzana Group offered its own Manzana Loyalty solution, which is successfully used in marketing and sales management in the B2C sector. The system offers a ready-to-use set of tools for efficient management of relationships with customers and for intellectual marketing analysis. The important advantage of Manzana Loyalty, which predetermined the choice of the partner for automation of the stadium, was the fact that the solution was based on the well-known and reliable Microsoft Dynamics CRM platform.

The project resulted in successful integration of Manzana Loyalty with all the main information systems operating at the stadium. Manzana Loyalty will be able to maintain direct targeted communication with fan-card holders due to the integration with the comprehensive solution for e-mail and sms-marketing. Manzana Loyalty has been integrated with the ticket system to provide successful transmission of data on season passes and tickets. Manzana Loyalty also helps to keep track of information about the incoming traffic to the stadium; the data are received from the access control system. The data from merchandize stores and fast food restaurants are transmitted to Manzana Loyalty. Manzana Loyalty has been integrated with the software of the Otkrytiye Bank to capture information related to bank cards and to all transactions.



"To select a CRM-system and a partner who would be able to launch it was not an easy task. We discussed several companies and opted for the Manzana Group. We felt that professionals of the Manzana Group were quite experienced in working with challenging projects and were able to help us accomplish our objectives promptly and efficiently. Now we can see that we made a wise choice. Everything has been done on time and we are ready to work with our fan club and guests of Otkrytiye Arena," Nail Izmailov, Vice President of Football Club Spartak Moscow, says.

"The challenging task, tight launching schedule, integration with a larger number of other systems and applications, processing of data for hundreds of thousands or even millions of clients – we love such projects! In such situations we rely on our vast experience of implementing projects initiated by large retail chains and, of course, on the ready-to-use set of all the required tools in our Manzana Loyalty solution based on the Microsoft Dynamics CRM. I would like to express our appreciation of the team work on the part of the Spartak Football Club. Prompt solution of all questions and clearly formulated objectives helped to complete the project for automation of Otkrytiye Arena Stadium on schedule," Oleg Palenov, General Director of the Manzana Group, said.

Information about the company:

Football Club Spartak – www.spartak.com – is one of the most popular football clubs in Russia. The 12-time champion of the USSR, 9-time champion of Russia, 3-time winner of the Russian Cup, 10-time winner of the USSR Cup, 6-time winner of the Commonwealth Cup, semi-finalist of 3 main European club tournaments (the Champions Cup, European Cup Winners' Cup and UEFA Cup). This autumn, Football Club Spartak is going to have its home match at the new stadium – Otkrytiye Arena. The stadium will accommodate 42,000 people and by 2018 its capacity will increase to 45,000 people. The stadium will welcome the audience, offering new design solutions demonstrating traditional red and white colors of Spartak and a trendy cash-free concept, which will significantly speed up the servicing process.

Otkrytiye Bank — www.openbank.ru — is a universal commercial bank, which offers its clients a range of traditional banking products as well as investment, retirement and insurance services. The bank is represented in more than 30 regions of Russia; its network consists of more than 270 offices in 112 cities. The bank was founded by 4 banks that merged under the single brand "Otkrytiye"; as a result, it ranks among the top 30 Russian banks in terms of its assets. Standard & Poor's international credit rating of the bank is B Stable Forecast and the Fitch long-term credit rating is at the B level, Rating Watch Positive.