

# Axel Sierau

Cologne, May, 25<sup>th</sup> 2016

## Customer Relationship Management CRM in handball



some facts





### Career For-Profit:

- since 01/15 initiator and co-founder of SportTreff Cooperative
- since 07/13 Foundation “memory of city”, projectmanagement&fundraising – cause of collapsed archive of Cologne in 2009
- since 06/13 lecturer at IST Management University
- since 11/12 lecturer at DSA - Deutsche Sport-Akademie
- since 10/12 lecturer at IBA-University of Cooperative Education
- since 08/12 founder of “Marketing Minds” agency for marketing support in sports and more industries
- since 11/12 lecturer at IST Studieninstitut: Eventmanagement;
- since 06/12 founder of “Eventköpfe” event-agency for organizing (sport-)events
- since 03/12 lecturer at Hochschule Macromedia University of Applied Science, Cologne
- 11/08-12/13 initiator and co-founder of entrepreneurship „Sport Meets Charity“ (CSR in sports)
- since 04/98 project manager (events and marketing)
- 05/95 – 05/08 member of the Institute of Sport Economics and Sport Management of German Sport University Cologne





**Career Non-Profit:**

- Since 2015 member of advisory board of OASE Benedikt Labre e.V. – homeless people
- Since 2012 member of advisory board of “SportTreff”-Networking platform and foundation
- Since 2012 member of advisory board of “German Sport-Academy” DSA
- Since 2008 member of advisory board of “Cube Sports” exercise and motion offer for kids
- 10/01-06/15 founding member and vice-chair (finance) of alumni club of Sport Economics & Sport Management of German Sport University Cologne





### Career in Handball:

- 2016/17 new 4<sup>th</sup> league - TV "Jahn" Köln-Wahn
- 2015/16 4<sup>th</sup> league – TV „Jahn“ Köln-Wahn
- 2014/15 5<sup>th</sup> league – same club like 1993 – TV "Jahn" Köln-Wahn
- 2010 German Championships in University-Handball, **third** place (coach)
- 2010 European Championships of Universities, **forth** place (coach)
- 2009 German **Champion** in University-Handball (coach)
- 2008 European Championships of Universities, **third** place (player&caoch)
- 2006 German **Champion** in University-Handball (player&coach)
- 2002 Coach B-Lizenz (incl. 2<sup>nd</sup> league)
- 06/95 – 12/07 Handball chairman of University of Cologne and German Sport University Cologne
- 1997 – 2007 3<sup>rd</sup> league
- 1993 – 1997 coach Kai Wandschneider (meanwhile he is coach 1<sup>st</sup> league Wetzlar)
- 1990 4<sup>th</sup> league (goalkeeper)





1. CRM – what is it?
2. Touchpoints
3. Social Media
4. Management Mission
5. What do we need?
6. Up-/Cross selling
7. Sinus Milieus / LOHAS
8. CRM-process
9. Financial Aspects
10. Eventim
11. Hannover-Burgdorf „Die Recken“
12. Take Home Massages





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# 1. CRM – what is it?

Who are your customers?  
Target group?  
Club / Federation

is an approach to managing a company's interaction with current and future customers. The CRM approach tries to analyze data about customers' history with a company, in order to better improve business relationships with customers, specifically focusing on retaining customers, in order to drive sales growth.





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## 2. Touchpoints

What and where are your touchpoints to your customers or leads?  
Online / Offline





Touchpoints

Offline (active):

Club-agency

Merchandising-/Fan-shop

Pre-sales-offices

(Ticket-)Hotline

In the hall during matches

Fan(club) activities

Corporate Social Responsibility activities

Good citizenship ...





Touchpoints

Offline (passive):

TV

Radio

Newspaper

Out of home advertising

Brand presentation in partner enterprises

Merchandising rack in a supermarket (PoS)





Touchpoints

Online:

Website (responsive for mobile use),  
ticketing-page,  
Fan panel / blogs,  
Social-Media (Facebook, LinkedIn,  
Twitter, snapchat, WhatsApp, Instagram,  
Google+, YouTube)





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3.

# SOCIAL MEDIA EXPLAINED

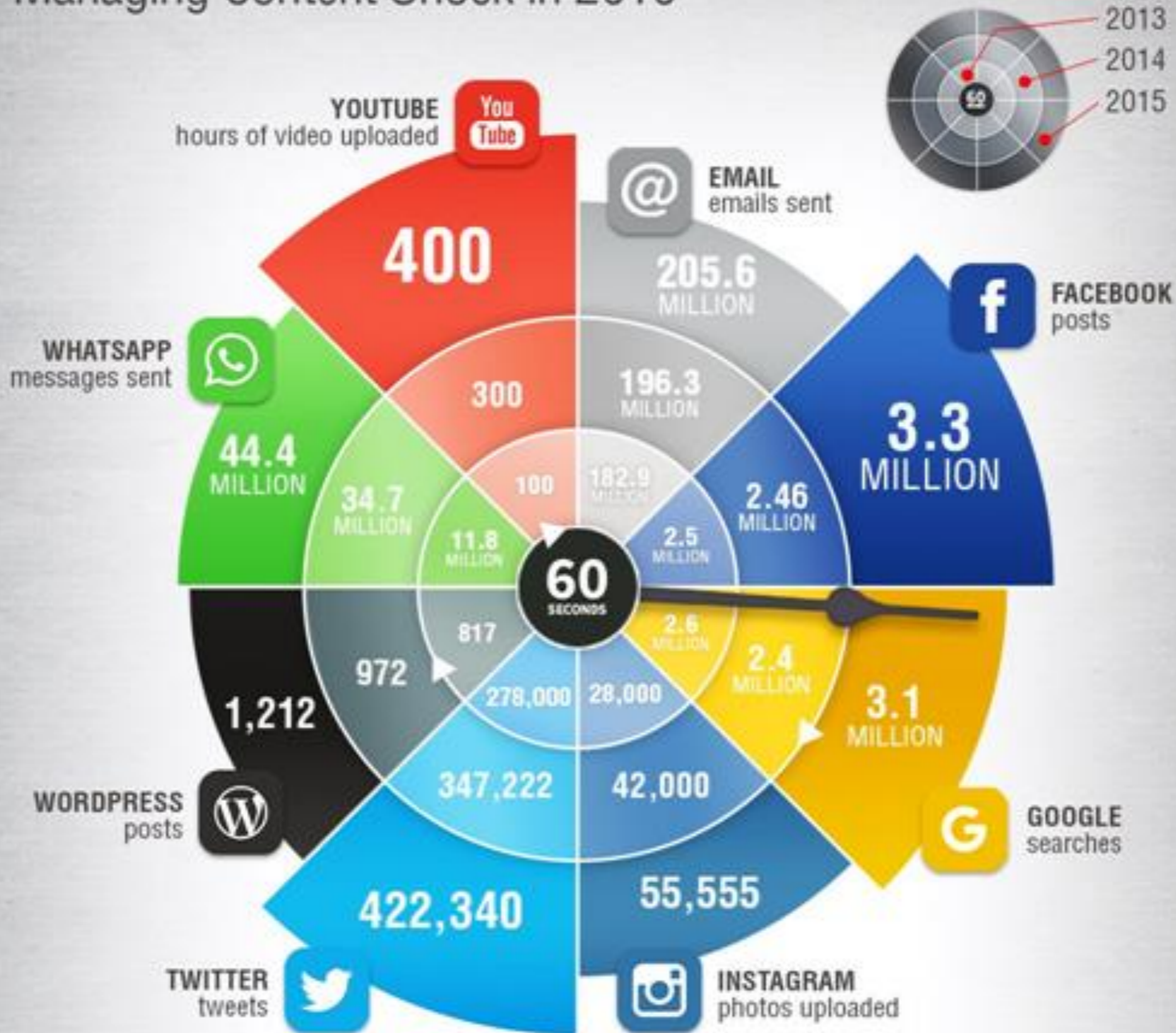
- |             |   |
|-------------|---|
| TWITTER     | I'M EATING A #DONUT                       |
| FACEBOOK    | I LIKE DONUTS                             |
| FOUR SQUARE | THIS IS WHERE<br>I EAT DONUTS             |
| INSTAGRAM   | HERE'S A VINTAGE<br>PHOTO OF MY DONUT     |
| YOU TUBE    | HERE I AM EATING A DONUT                  |
| LINKED IN   | MY SKILLS INCLUDE DONUT EATING            |
| PINTEREST   | HERE'S A DONUT RECIPE                     |
| LAST FM     | NOW LISTENING TO "DONUTS"                 |
| G+          | I'M A GOOGLE EMPLOYEE<br>WHO EATS DONUTS. |



# What Happens Online in 60 Seconds?

## Managing Content Shock in 2016

3.





## 3. Social Media

The world has fallen in love with social media and now automatically turns to online platforms to research and buy products and services. This gives fantastic opportunities for marketers to engage audiences and encourage content sharing, but also gives huge challenges of getting cut-through and keeping up-to-date ourselves!

At Smart Insights, we look to help by focusing on the 'Must-know' platform developments and developing mind tools to help businesses review how they can best Plan, Manage and Optimize their digital marketing – see our <http://bit.ly/smartlibrary>

Brought to you by:



[www.smartinsights.com](http://www.smartinsights.com)

Sources: *Email*: 2013-2015: Radicati; *Facebook*: 2014 Qmee; 2015 Wishpond; *Google*: 2013 Statista; 2014 AdWeek; 2015 Internet Live Stats; *Instagram*: 2013 Tech Crunch; 2014 Nuke Suite; 2015 Instagram; *Twitter*: 2013 Internet Live Stats; 2014 Internet Live Stats; 2015 Tech Insider; *WordPress*: 2013 WordPress; 2014 WordPress; 2015 Internet Live Stats; *WhatsApp*: 2013 Fierce Mobile IT; 2014 Slash Gear; 2015 Expanded Ramblings; *YouTube*: 2013 Youtube Global Blog; 2014 Reel SEO.

<http://www.smartinsights.com/wp-content/uploads/2016/01/What-happens-online-in-60-seconds-one-minute.jpg>





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## 4. Management Mission

It should be a management mission.

Top down.

But you need a driver !

Means in every contact you should get all informations of your customer/lead

(not yet customer/in near future customer)

Your customers are your key-asset!

Value them.





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# 5. What do we need?





E.g. on phone: hi, heartly wellcome to vfl gummersbach, my name is Axel (Sierau),  
What is the reason for your call? How can I help you? What is your name?  
Who I'm talking to?  
Best: you recieve a call and before you pick up the phone you allready know who it is.

How? Your phone-system is a part of your crm-system and recognizes automatically number of your client and shows it to you.

Means: heartly wellcome to vfl gummersbach, my name is Axel (Sierau), hello Mr./Mrs. or just „Hi Peter, welcome back“, ... „Yes, we solve your problem sucesfully last time“. Because we know the reason of his last call:

DWH

We got the contact history in our crm-system.

Or what is the reason for your call? How can I help you?





Name, surname,  
are you already in our fan&friends club?  
You got your club member number for me?  
birthday (with year / or without, but you need the date at  
least for birthday wishes + combined with merchandising  
offer with 10% - offer.)

street, number, zip-code, town, country,  
E-Mail (privat/job), phonenumber, mobile phone  
Where can we find you? Facebook, twitter, snapchat,  
WhatsApp, Instagram, Google+, YouTube, „Follow us“!  
In our eventhall during our season matches?  
You visit our matches home or as well on tour?  
Why? What for?





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## 6. Up-/Cross selling

### Upselling

e.g. ticket for a match ->

offer him a subscription of a second half season ticket ->

next season offer him a subscription of a full season ticket

-> or business seats

-> hospitality programmes

### Cross selling

e.g. ticket for a match ->

offer him merchandising products





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## 7. Sinus Milieus / LOHAS

What else do we know?

How he is paying – creditcard, cash, vaucher/couponing of one of our partners.

If we know where he lives we can probably have an information if he is one of those LOHAS:

Lifestyle

Of

Health

And

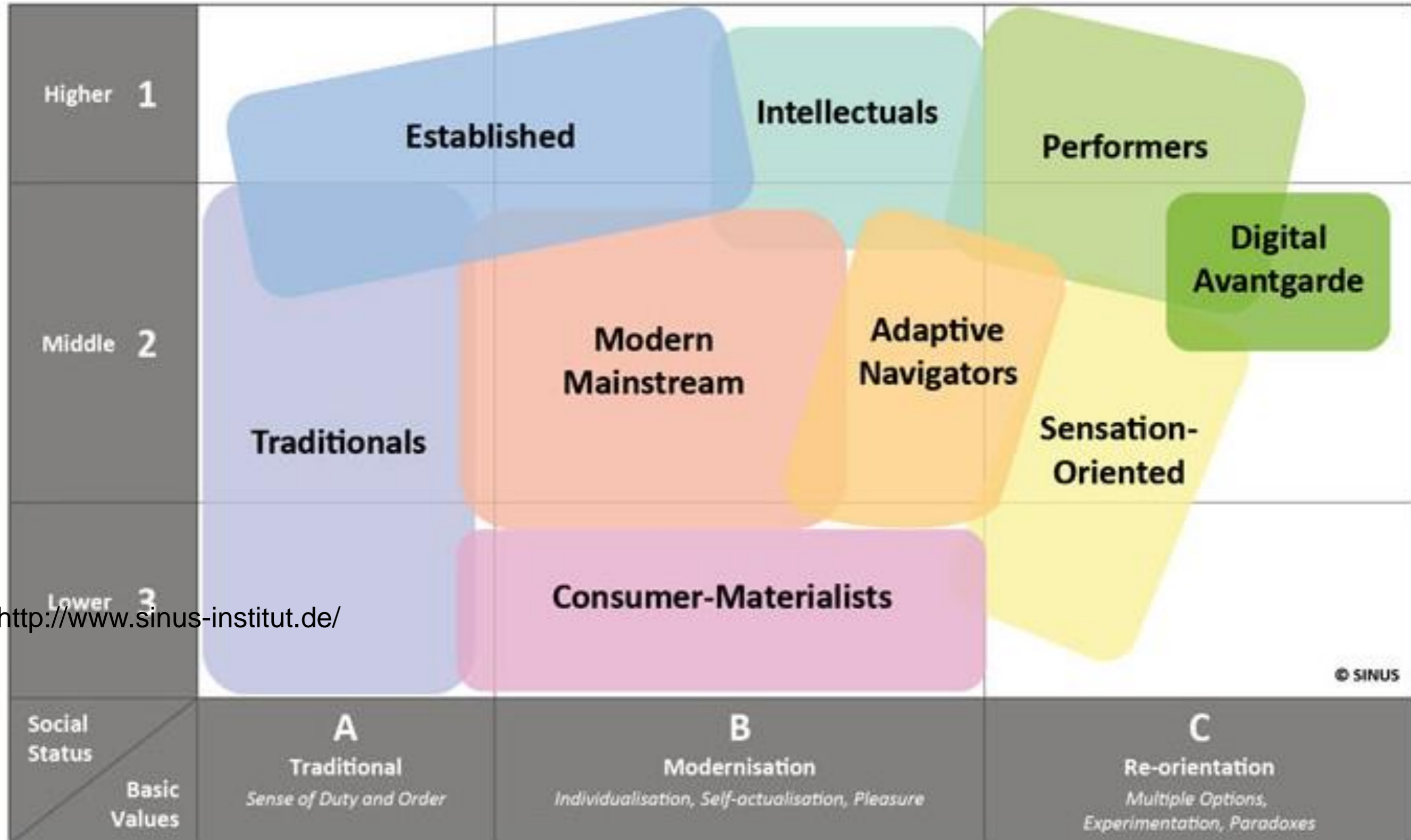
Sustainability

SINUS-Milieus



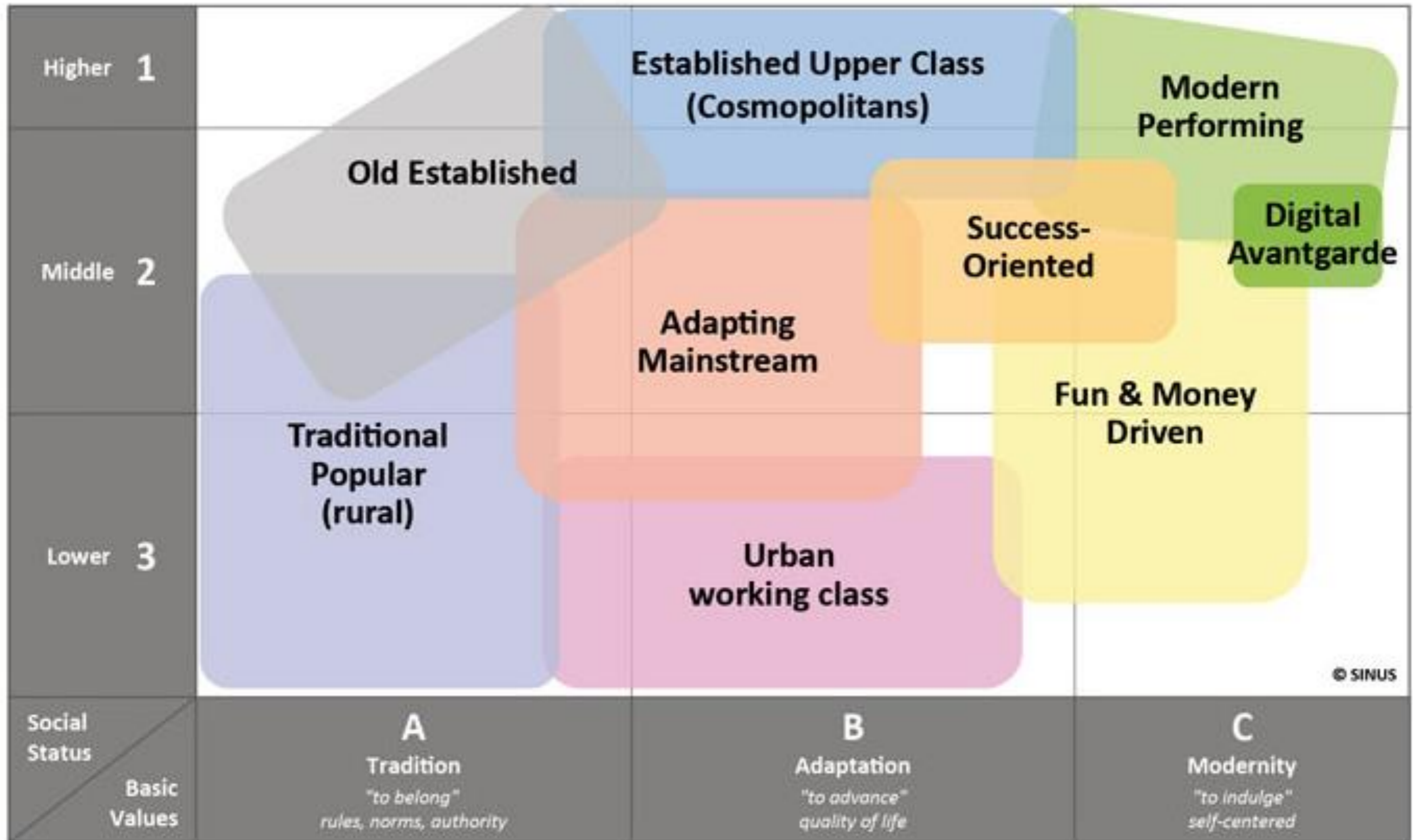


# Sinus-Meta-Milieus<sup>®</sup> in established markets

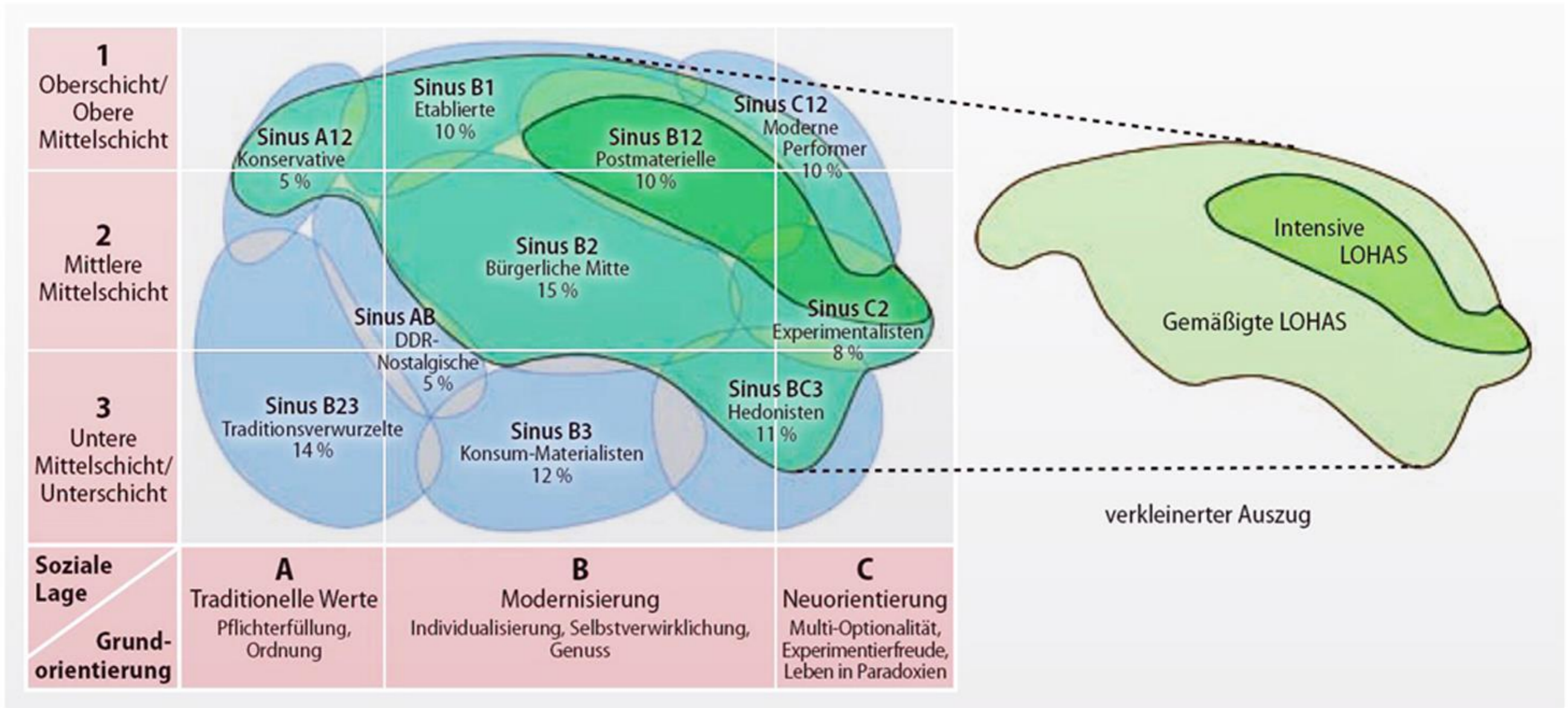


<http://www.sinus-institut.de/>

# Sinus-Meta-Milieus<sup>®</sup> in emerging markets



Sinus Milieus links – LOHAS Diagrammauszug rechts





## 7. Sinus Milieus / LOHAS

So we got an idea of his motivation

What could be interesting for him and his family?

To have a family event – watching handball in TUI Arena

So we have to organize a family event ...

We have to focus to our customers

We are service provider in entertainment environment !

We are in competition

With other sports like football or icehockey or basketball

And with other spare time activities: cinema, restaurants, just staying at home as couch potatos

We have to focus to our customers:





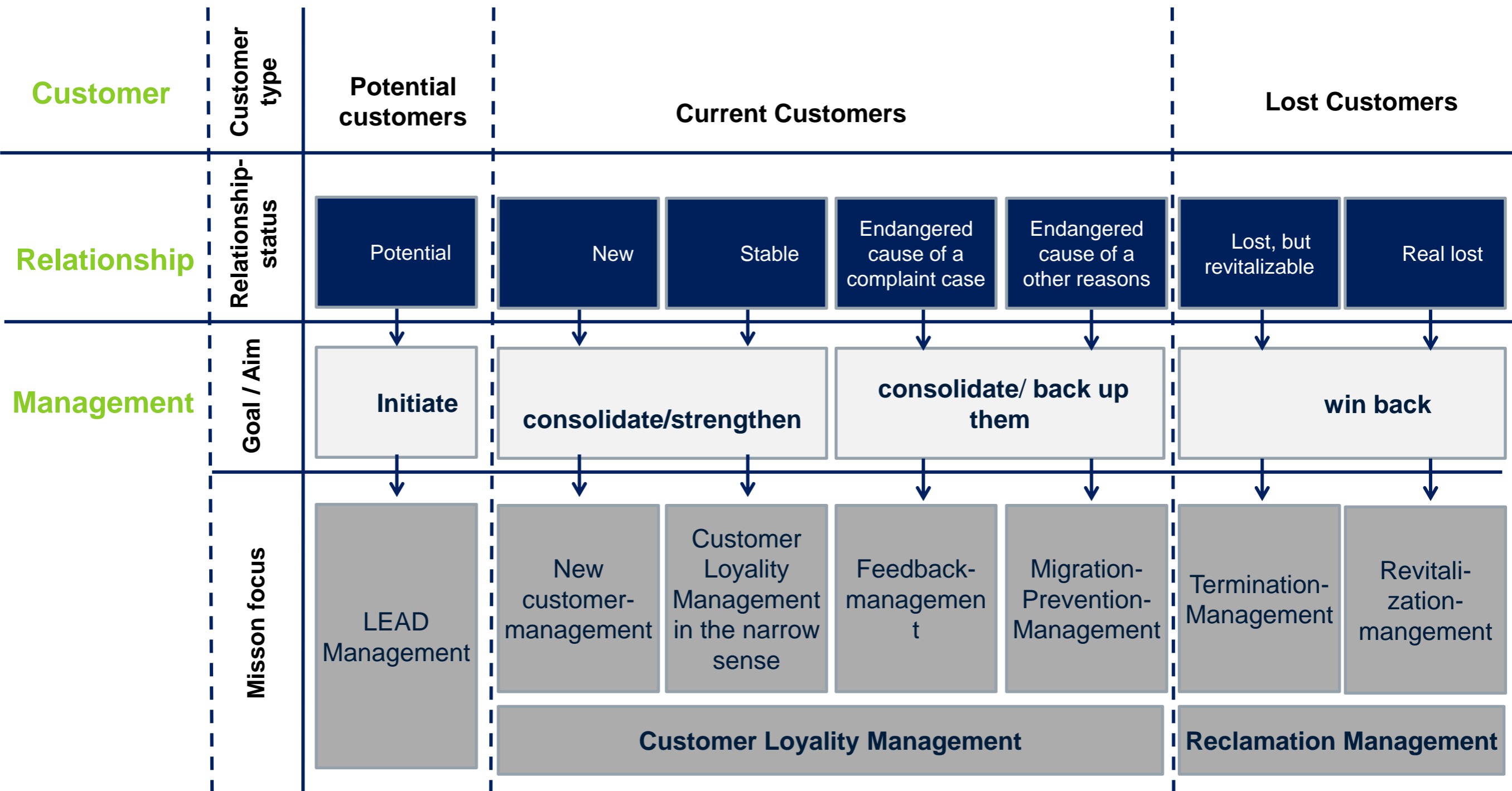
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# 8. CRM-process







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11. Hannover-Burgdorf „Die Recken“
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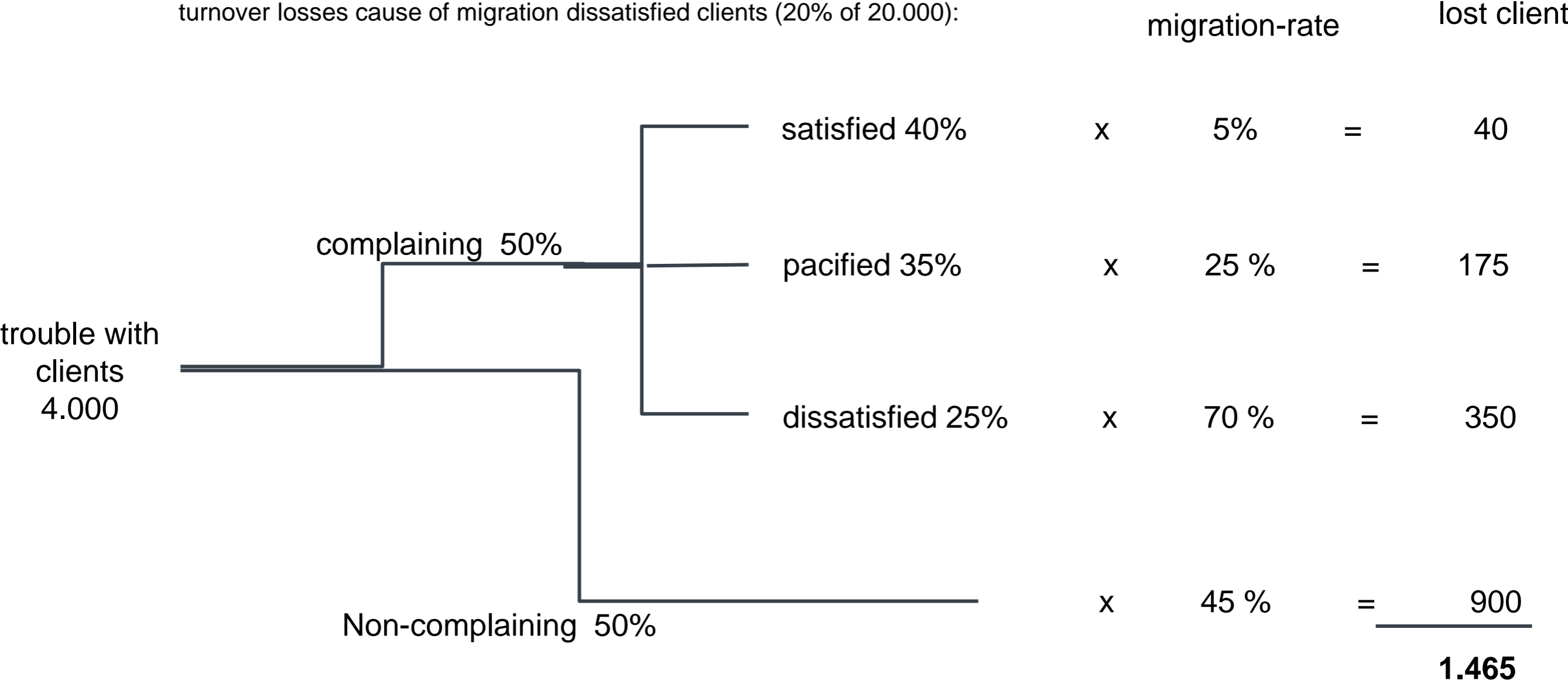
# 9. Financial Aspects



# Complaints Management

e.g. club fan/customer base 20.000

turnover losses cause of migration dissatisfied clients (20% of 20.000):



at an average revenue in loyaltyperiode (season) of € 200,--  
 loss in revenue € 293.000,--  
 return on sales 25% € 73.250,--

Töpfer, A. (2003): Beschwerdemanagement, in: Hippner, H.; Wilde, K.D. (Hrsg.): Grundlagen des CRM, Wiesbaden – ins Englische von Axel Sierau



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## 10. Eventim

Hannover Burgdorf „Recken“ 1st league team

Ticket-provider eventim

CRM Solution →

FaRM (Fan Relationship Management)

CRM System for free in next round of negotiation  
for next contract as ticket-provider



**DKB Handball-  
Bundesliga**

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**THW Kiel**

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**SG Flensburg-  
Handewitt**

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**TSV Hannover-  
Burgdorf**

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**HSG Wetzlar**

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**MT Melsungen**

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**SC Magdeburg**

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**FRISCH AUF!  
Göppingen**

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**TuS N-Lübbecke**

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**Bergischer HC**

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<https://www.eventimsports.de/cms/referenzen/handball/>

**TSV Bayer  
Dormagen**

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**SV Henstedt-  
Ulzburg**

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**VfL Bad  
Schwartau**

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**HSC 2000 Coburg**

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**ASV  
Hamm-Westfalen**

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https://www.eventimsports.de/ols/recken/de/dauerkarten/channel/shop/index

Suchen



# TICKETS ZUM SPECTAKEL

INZELKARTEN DAUERKARTEN

zurück zur Veranstalter-Website

## Herzlich willkommen im Online-Ticket-Shop der RECKEN TSV Hannover Burgdorf!

Hier können Sie jederzeit Tickets für die Heimspiele Ihres Lieblingsvereins buchen.

### DKB HANDBALL-BUNDESLIGA 2016/17

Dauerkarte TUI Arena 2016/17	Karten ab 40,00 EUR	<a href="#">Tickets</a>
Dauerkarte Swiss Life Hall 2016/17	Karten ab 69,00 EUR	<a href="#">Tickets</a>

Bitte beachten Sie, dass Sie, um alle 17 Spiele der Saison 2016/17 miterleben zu können, je einen Platz für die Swiss Life Hall sowie die TUI Arena buchen MÜSSEN!

Weitere Informationen erhalten Sie auf [www.die-recken.de](http://www.die-recken.de)!

Sollten Sie mit der Buchung im Online-Ticket-Shop Schwierigkeiten haben, können Sie sich Mo. - Fr. 08:00 - 21:00 Uhr, Sa. 08:00 - 20:00 Uhr und So. 10:00 - 20:00 Uhr entweder per E-Mail ([kundenservice-tsv-burgdorf@eventim.de](mailto:kundenservice-tsv-burgdorf@eventim.de)) oder unter der Rufnummer 01806 - 99 11 15 (0,20 Euro/Anruf inkl. MwSt. aus dem dt. Festnetz, max. 0,60 Euro/Anruf inkl. MwSt. aus dem dt. Mobilfunknetz) an unseren Kundenservice wenden.

ANMELDEN

WARENKORB (0)

MEIN KONTO

BENÖTIGEN SIE HILFE

01806 - 99 11 15\*

[Kontaktformular](#)

Akzeptierte Zahlarten:

VISA MasterCard AMERICAN EXPRESS

giropay SEPA Lastschrift



12x Swiss Life Hall (handball special: 4.150 spectators) + 5x TUI Arena (h.s.: 9.830 spectators)





## 10. Eventim

EVENTIM – Ticket-Provider

CRM Solution →

FaRM (Fan Relationship Management)

50 clients in sports

4 data silos:

Ticketing, merchandising, clubmember-management and sponsoring;

Services: online doublecheck of data base

They combine sales (ticketing) with CRM through Enterprise-Resource-Planning (ERP) interfaces





## 10. Eventim

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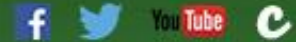
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### TICKETS ONLINE

Suche



AKTUELLES PROFIS VEREIN FANS TICKETS MEDIEN SPONSOREN SHOP



### ERFOLGREICHES COMEBACK

Kai Häfner kehrt auf das Spielfeld zurück

Nächstes Spiel [Letztes Spiel](#)



vs.



Sonntag, 29. Mai  
17:15, Mannheim

- [Gesamtspielplan](#)
- [Tickets online kaufen](#)

Profis Nachwuchs Recken verbinden



Tabelle

#	Team	Sp.	Tore	+/-	P
1	Rhein-Neckar Löwen	30	854:658	196	52:8
2	SC Flensburg	30	900:740	160	51:9

Gesamtes Spiel | TSV Hannover-Burgdorf vs. TBV L





# 11. Hannover-Burgdorf „Die Recken“

Recken:

4.000 Customer in FaRM

You need to have instructions for your staff in working with this programm.





# 11. Hannover-Burgdorf „Die Recken“

Recken:

They are able:

They use it for newsletter

They do regional mapping - for ticket-promotion





## 11. Hannover-Burgdorf „Die Recken“

They are not able to:

find out which customer bought tickets for five games or more (FaRM is able to figure out),  
but the database is not homogenous,  
they do not have common data sets.

They use Outlook + Microsoft EXCEL parallel

There are no customer data from merchandising because merchandising is outsourced!

There are no customer data from Eventim as well.





# 11. Hannover-Burgdorf „Die Recken“

they have trouble with:

In booking offices in Hannover the customer comes in, is buying tickets and is rushing out without leaving any marks – missed chance

Their staff is diverse – different people – different ways to interact with the customers

No consistent controlling processes so far in this division

Recovery of lost customers

Customer turnover





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## 12. Take Home Messages

1. Know your customers
2. Know your target group
3. Analyze your data
4. Set up a CRM-system
5. Invest money and time – it's worth
6. Be the DRIVER
7. Enjoy success





Many thanks for your attention!  
Any questions?

Axel Sierau

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