

CASE STUDY



Conversica Solution

Revenue Digital Assistant™ for Ticket Sales & Ticket Membership

Skills:

- ✓ Winback Former Ticket Buyers
- ✓ Cultivate Fan Interest
- ✓ Website Chat

Languages:

English

Integrations:

Salesforce CRM

Business Results

401%

ROI

\$210k

TICKET SALES IN FIRST 9 MONTHS

The Challenge

- *Large pool* of single-game ticket buyers to reach
- *Inconsistent quality* among leads

Louisville City Football Club, or LouCity as the club is often referred to, is a member of the fully professional USL Championship now sanctioned Division 2 by U.S. Soccer. The club has solidified itself as the nation's premier second-division soccer club since launching less than a decade ago.

The club's women's team, Racing Louisville FC, is a newer addition to the family, playing its first season in the National Women's Soccer League in 2021.

Initially, the ticket sales team at LouCity was looking for a way to handle their very robust lead lists. A victim of their own popularity, they had too many single game ticket buyers for their team to comb through.

"We just couldn't call all those people to see how their experience was, or to follow up and get more ticket sales, for example," says Business Intelligence Manager Evan Alvarez.

"We've sold almost 300 season tickets through Conversica, which is big deal for us as a smaller team. We've sold flex packs, we've sold groups, we've sold suites. We're always looking for new ways to add more leads, because we find we increasingly have opportunities to capitalize on. We definitely see the value."

EVAN ALVAREZ
Business Intelligence
Manager
Louisville City FC & Racing
Louisville FC



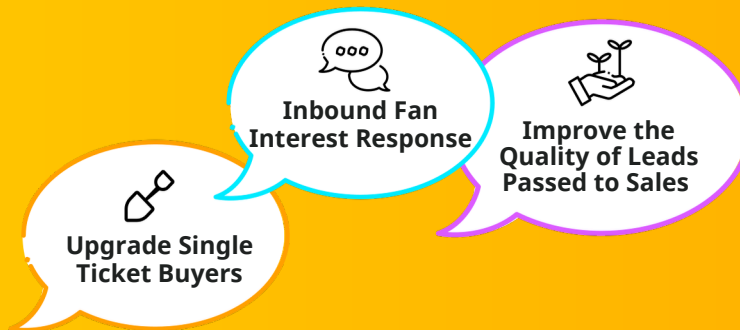
CASE STUDY



And among those that the sales team did have time to call, the quality was inconsistent; with little ability to pre-qualify the large group of potential buyers, the reps would often spend time talking to the wrong fans, missing out on the best opportunities.

So the team sought out a solution to more efficiently connect with their fans—to solicit their feedback, but also to offer new experiences, including flex ticket packs, group buying, season tickets, and more.

The Solution



Revenue Digital Assistant™ for *Ticket Sales*

Skills: *Winback* former ticket buyers, *Cultivate* fan interest, *Dynamic* website chat

The club deployed a Revenue Digital Assistant (RDA) to help pre-qualify leads for Sales and engage with fans. Originally, the AI-powered assistant was mostly used to follow up on leads who had clicked on Facebook and Google ads. The strategy was to identify fans who bought single game tickets and gauge interest in buying season tickets.

While ad clicks are still a major source of leads for Conversica conversations, Alvarez and his team have found that there are many more opportunities for the AI assistant to have an impact. LouCity now places almost all their past game attendees into various conversation flows to find those interested in season tickets, flex packs, group tickets, and more.



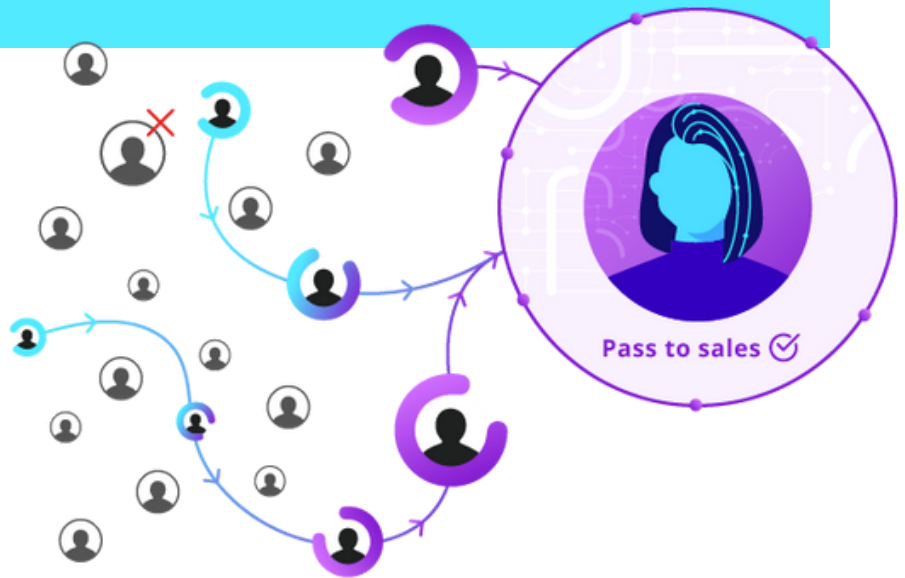
CASE STUDY



“Before, it was like a drip,” Alvarez says of the leads they sent through Conversica.

“Now, it’s like the whole fire hydrant is open.”

Circling back to leads who didn’t initially respond to the RDA’s outreach some months later has also proved fruitful. Alvarez and his team adds leads that didn’t convert in the initial conversation into their marketing email list to keep in touch, then recycles them through a new Conversica campaign three to four months later.



“New opportunities do pop up when we come back to those groups. These leads all qualified for us in the first place, so the act that they didn't reply to the initial outreach could be down to any sort of life event.

“Four months later, their life really could be very different,” Alvarez says. “Or maybe it’s more pertinent to the season. Maybe we’re playing better, for example, or maybe the initial outreach was during the off season and now it’s getting closer to game time.

“Having the RDA circle back helps so much in terms of timing. It’s well worth it.”

The club has also added Conversica Chat to their website to answer fan questions and capture new leads. “It gives a more personal touch to our website. And when a fan brings up wanting tickets, we get that email saying, ‘Hey, this person's interested,’ and then we can reach out to them.”



Advice for New Users

1. *Embrace it!*

"The more you use this technology, the more you'll get out of it. **If you make sure you get leads into the system consistently, you'll see results.** Then there's education across the company with sales reps and with executive leadership, to help them embrace it. Our reps are in Conversica every day. We have total buy-in from the entire organization, top to bottom. You can earn your money back and more by doing this. It results in higher commissions, higher revenue, everything. It's well worth your time."

2. *Look for timely campaign opportunities*

"Every April, the city has an event called Thunder Over Louisville that's basically a kick off party for the Kentucky Derby. This year, our women's club happened to have a game that day. So **we used Conversica to let people know about our game, and we ended up with a record crowd that day.** After, we hit all of the attendees through Conversica as a follow-up, since Thunder attracts a lot of new people to the city who've never been to the stadium before. It was a great touch point for them to learn about the team and have a rep who they could speak to. We made a lot of sales of our flex packs, not to mention raising the general awareness for the team."



Conversica's Revenue Digital Assistants™ (RDAs) supercharge workforces to acquire untapped revenue through perfectly structured conversations across chat, email, and SMS. With billions of human interactions spanning more than a decade, Conversica's RDAs have learned to influence and persuade customers and prospects throughout the customer journey lifecycle. Unlike first-gen chatbots, Conversica RDAs are Powerfully Human™ and can hold meaningful conversations at every touchpoint to create brand loyalty and maximize every revenue opportunity.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).