

PROFISEE CASE STUDY

Cricket Australia



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.

Challenge

Wanted Better Customer 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.
- Integrate the clean customer data back to downstream systems in the SQL Data warehouse and Dynamics CRM.
- 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.

Outcome

Strategic

- ID highly valuable customers - Upsell/Cross Sell opportunities
- Achieved 360° Customer View - Customer segmentation drives best campaigns