

Communicate Case Study



Sport Aberdeen is a charitable leisure trust operating 34 facilities on behalf of Aberdeen City Council. Each year they attract over 2 million visits, making them the largest provider of sport and leisure venues in North East Scotland.

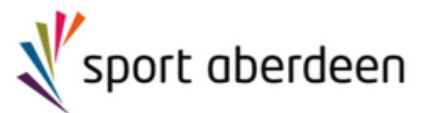
As you can imagine such a large organisation has thousands of members paying a monthly membership to allow access to different facilities and exercise options. Sport Aberdeen contacted Cascade3d to assist with communication to these different membership groups to improve customer communications and reduce staff administration time.

The requirement was fairly simple; how can each new member receive a branded, tailored communication based on their membership type which could range from using the gym, playing tennis to enjoying a round of golf. The communications also had to be timely (the day after the membership was started) and personalised (including membership reference number) so the member could immediately make online bookings for their chosen activities.

Cascade3d Analytics

Cascade3d Communicate software was deployed and configured to sort members by their membership start date and membership type. Then membership specific emails were designed and scheduled to send daily to new members.

“The system we now have in place fits our requirements perfectly. Each new member receives the information connected to their membership type to help them make the most of their membership right away. Using Cascade3d for this project allows us to use their expertise for the email creation and delivery, which frees up our staff time to look after our members and run our facilities. Their ongoing support also helps us add more communications as we introduce more membership types as we expand our activities.”



Sarah Gray, Head of Marketing & Commercial Development, Sport Aberdeen

To find out more visit our website
www.cascade3d.com

