



BRIGHAM YOUNG UNIVERSITY PROVO, UT

Challenge

Brigham Young University (BYU) is one of the nation's leading independent college athletics programs with a tremendous nationwide following. With growing demands of its fan base, BYU had a goal of transforming its business to be more technologically fan friendly and set goals to:

- Create a better online experience for fans, students, and season ticket holders by adopting eCommerce best practices
- Extend its ticketing footprint to other venues and events on campus
- Deploy new solutions to increase ticket sales and revenues across all events

Solution

With the help of Paciolan's strategic consulting, ticketing, fundraising, marketing, and fan engagement technologies, BYU created strategic initiatives to:

- Revamp BYUTickets.com to enhance the ticket buying experience, including pick your own seat functionality
 - Implement 100% online payments for football and basketball reseating efforts using a single-sign-on integration with Spectra and partner Ballena Technologies
 - Integrate 100% of their student sales online along with digital delivery
- Consolidate ticket operations at BYU Fine Arts through a single ticketing system
- Launch branded BYU gift card sales online via Spectra's partnership with Givex

Result

The results of BYU's efforts have been outstanding in both sales and improved customer experience processes:

- BYU Tickets.com sold 120,000 tickets online in 2014 and is trending up in 2015
 - Customers average 94% use of the pick-your-own seat map for basketball, football and performing arts sales
 - 2014 Football Season Ticket Renewal Adoption increased to 77%, up from 71% in 2013
- 83% of fans used the pick-your-own seat map option when buying single tickets
- Sold nearly 31,000 tickets online for performing arts events, a significant increase year-over-year
- Averaged 77.5% internet adoption for basketball and football renewals
- Hosted the 35th annual Stadium of Fire event July 4, 2014, selling 33,000 tickets with a 70% online adoption rate, and 70% of tickets delivered via print-at-home
 - 70% of all tickets were delivered via branded print-at-home