



Rugby Football Union expedite Season Ticket Renewals profitably with 3D DIGITAL VENUE

“The RFU hired 3D Digital Venue to build a 3D map of Twickenham stadium & to create a completely new application tool to enable debenture holders and new clients to renew, relocate or purchase additional debentures. The team created a perfect map of the stadium, giving a clear three dimensional view from each of the stadium’s 82,000 seats.”



Tom Flanagan
Debenture Sales and Marketing Manager, RFU

About The Rugby Football Union

The Rugby Football Union is the national governing body for grassroots and elite rugby in England, with 2,000 autonomous rugby clubs in its membership. It promotes and runs the sport, organizes international matches for the England national team, and educates and trains players and officials. The Rugby Football Union forms the largest rugby union society in the world, and one of the largest sports organizations in England. It is based at Twickenham Stadium, London. Twickenham Stadium is the Home of England Rugby. Seating an impressive 82,000 spectators, Twickenham is the largest dedicated rugby union venue in the world. It is the second largest stadium in the UK, after Wembley Stadium, and the fourth largest in Europe.

Background – RFU Debentures

Being a Debenture holder with The Rugby Football Union is the only way to guarantee the right to buy tickets at face value from the holder’s previously chosen seat, for a period of 10 years. Debentures offer excellent views of all the action for every Old Mutual Wealth International and RBS 6 Nations England International fixture at Twickenham, alongside other fixtures taking place at Twickenham Stadium. . With the huge amount of money that the Holders puts in for purchasing a new Debenture, it is obligatory to ensure that they enjoy the best purchase experience and have the highest degree of satisfaction and that the renewals be carried out in the most effective way possible.

Challenges

- Ensure the Debenture Holder's Season Renewals offers them the best seat of their choice.
- High Costs of Resources involved in the renewals process.
- Availability of Debentures Renewals Schedules to suit to individual Holder's preferences.
- Duration to complete the Debenture Renewals gets considerably lengthy.

Solution

- Use Digital Mediums of Renewals to allow Holders to renew their Debentures at location and time of their convenience.
- Ensure the Holders are able to visualize the 360° view of stadium from their seats interactively.

Results

- Using 3D DIGITAL VENUE Platform RFU was able to expedite the Renewal process by delivering 360° Seat Views to their Debenture Holders on their device of choice; laptops, iPads & mobile devices.
- The Debenture Renewals process was finished in only 2 months allowing RFU to earn 27 Million Pounds with effective resource management.

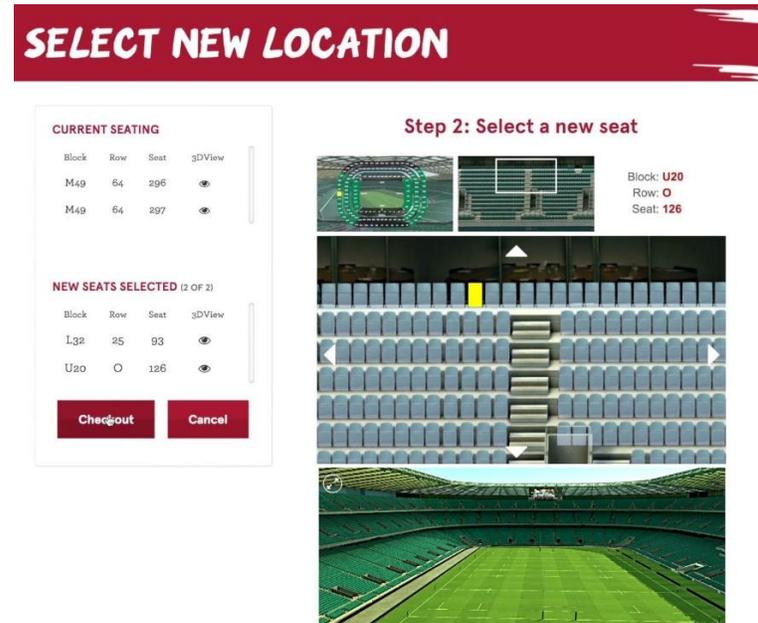
"The application tool has been designed by the team from the ground up to our specifications, and has vastly improved our clients' customer journey in purchasing debenture seats. I have enjoyed working with 3D Digital Venue and would thoroughly recommend them to any stadium or venue."

- **Tom Flanagan**, Debenture Sales & Marketing Mgr. RFU

MMC -3D DIGITAL VENUE Platform

3D DIGITAL VENUE, powered by MMC, provides Interactive Digital Venue Management Solutions to Sports and Entertainment Venues across the globe.

For the RFU, 3D DIGITAL VENUE designed an online tool which when integrated with RFU's Debenture Sales Platform allowed the Holders to select their new seats during renewals from any device and further each seat selected showed a 360° view from it enabling the Holder to choose and purchase the seat of his own preference.



Further since the 3D DIGITAL VENUE Services work seamlessly across all devices; whether laptop, mobile or tablets, it allowed the Holders to renew their Debentures on the go and on their device of choice. It also aided the RFU in saving expenses on resources that would otherwise go into individual Holder visits for Renewals and finishing the Debenture Renewals in the targeted time.

3D DIGITAL VENUE designs robust, precise & interactive venue management solutions for global sports & entertainment industry to deliver greater fan satisfaction, increase season ticket renewal rates, activate new channels of digital sponsorship and provide special viewing experiences for prospective VIP buyers.

About the Author: Sparsh Verma is the Manager for Marketing at Mobile Media Content SL, creators of 3D DIGITAL VENUE

Visit <https://3ddigitalvenue.com/> to learn how our clients are benefitting from our 3D Venue Management Platform