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Integrating KORE Software Improves Fan Experience for North Queensland Cowboys

NEW YORK, Nov. 20, 2018 /PRNewswire/ -- The North Queensland Toyota Cowboys announced today that they have integrated KORE Software's Ticketing & Fan Engagement™ and Suites & Premium™ applications into their technology toolkit. In choosing KORE, the club had a variety of goals in mind, including offering a better quality of service to members, gaining a consolidated picture of fans and members, and increasing internal efficiency.

"It was challenging for us to talk to members in a personal way without a CRM tool," Cowboys Acting CEO Jeff Reibel said. "We were looking to improve the way we interact with and engage our members and fans. It was clear that we needed a sports-specific CRM."

North Queensland Cowboys' management knew that if they could provide the sales team access to better and more timely data, it would empower them to become a stronger sales and service-focused operation. "With KORE, our frontline staff and managers now have new insights into our projects. It's empowering them to structure their day in the way that they feel is most efficient, and it's also giving that feedback back to managers. At any point, we can see how we're tracking across all fan engagement initiatives. That has been a big benefit already for senior leadership," added Reibel.

While the Cowboys had considered building a custom CRM, they found value in the fact that KORE offered the products they needed right off the shelf and KORE's track record lowered investment risks.

"We looked at a lot of options to find the right fit, and KORE kept coming to the top of the list. Everyone we spoke to recommended the system," explained Matt Russell from Ignite Solutions, consultant to the Cowboys.

KORE Software technology was added in Q2 of 2018. However, the team has already been using the system to successfully manage renewals for consumer members as well as corporate partners.

"We managed the big cultural change from a reactive inbound service center to becoming a sales-focused outbound operation. It's a testament to how easy the system is," Russell added. "KORE Software has also given us all the training and the support we needed to get us quickly up to speed."

About KORE

KORE is the global leader in sport and entertainment business management solutions.

Comprised of KORE Software and KPI (KORE Planning and Insights), KORE serves more than 100 professional sport clubs and leagues, and 450 brands and properties worldwide, providing practical tools and services to harness customer data, facilitate sponsorship sales and activation, and create actionable insights.

KORE Software's business management software applications include Ticketing & Fan Engagement™, Sponsorship & Partner Engagement™, Suites & Premium™, and Data Warehouse & Analytics™. KORE Planning & Insights (KPI) is a division of KORE that provides business intelligence consultation and staff augmentation services. For more information about KORE Software and KPI, visit KOREsoftware.com.

About North Queensland Cowboys

Founded in 1995, the Northland Queensland Cowboys are a professional rugby league club based in Townsville, North Queensland. The Cowboys compete in the National Rugby League, which is Australia's premiere rugby league competition. More information is available at www.cowboys.com.au.

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