



New ecommerce solution helps make Goodwood even more glorious

GOODWOOD

Goodwood Estate Company Limited (Goodwood) wanted to improve its ecommerce platform to provide a better online customer experience; offering a fast, secure and simple way of purchasing tickets, experiences and merchandise from its website.

The organisation was particularly keen to move its ticketing strategy and systems to the cloud too, in order to have a scalable and reliable solution to meet increasing demands.

Since implementing TALENT from Advanced, Goodwood has seen an uplift in online sales, with transaction times reduced, dramatically reducing customer complaints around online purchasing.

Background

Goodwood is in the heart of West Sussex and home to a number of world famous annual events. Goodwood House was built in 1697 and since 1802 the estate has been home to its now globally recognised Racecourse.

Each year, the estate welcomes hundreds of thousands of visitors to iconic British events such as the 'Glorious' Qatar Goodwood Festival, the Festival of Speed and Goodwood Revival as well as offering experience days and housing a luxury day spa.

Improving customer experience and increasing scalability

As a business that sits in both the sporting and festival arenas, making its ticketing and e-commerce needs complex, Goodwood holds a unique position in the market. As with all businesses, customer experience when purchasing online is key, however with such a broad range of both products and consumers, for Goodwood the customer experience is even more essential.

Goodwood's previous ticketing platform was part of a CRM system, rather than a fully functional ecommerce platform. As a result, whilst the data collected was useful, it had significant drawbacks for the customer. The overall online experience needed improving, as the lack of ecommerce features created a fragmented online purchase journey, making it difficult for customers to buy what and when they wanted. It also couldn't scale to offer new services introduced by the organisation, and there was no opportunity to cross sell or up-sell.

Client >

Goodwood Estate Company Limited

Sector >

Sports

Project >

Improve customer purchasing experience to increase sales and reduce complaints.

"TALENT has given us the ecommerce functionality that we so desperately needed."

Di Hudson > Head of IT > Goodwood Estate Company Limited

Di Hudson explains that the issue ran deeper still: *"The lack of scalability meant that at even low levels of demand, the ticketing system crashed frequently, leading to both frustrated customers and staff, with the resulting risk that we may harm our reputation."*

We also had no reporting function, so we couldn't segment our audiences and gain insights into our customers that would steer our future plans."

Finding a flexible, customisable solution

Offering an expanding range of events, festivals and experience days, Goodwood knew it would need a bespoke solution that would suit its unique business, but it was aware that finding an 'off-the-shelf' solution which would work for them was highly unlikely, as Hudson explains:

"Due to the unique position we hold within the market, we know we can be a demanding client. We therefore needed a company who could be both flexible enough to bend with our needs and customise their solution to meet our specific requirements. Not only that, but it was vital for us to work with a system that was already in use across as many of the areas we operate in as possible."

Goodwood was also keen to migrate its customer-facing infrastructure to the cloud, in order to have a fully scalable, more reliable solution.

They were looking for an ecommerce ticketing system already being used in such a way, with a proven demand management record and with support available from within the UK.

The thorough and robust competitive tender process took nine months, starting with 20 potential suppliers. Hudson explains why they made the decision to choose Advanced and implement TALENT:

"We chose Advanced because the team could provide all the things we needed. Its experience with Chester Racecourse and Silverstone Circuits was key to this; they understood the nuances of ticketing for racing events. Perhaps most importantly though, was their experience with cloud hosted ticketing."

We knew we wanted to move our customer-facing services to the cloud and Advanced was able to provide figures which proved just how much demand their system could cope with. We knew we were in safe hands."

Improved customer experience reduces complaints

The introduction of TALENT has led to a vastly improved customer experience. Goodwood customers are now able to buy tickets, gift cards and gift experiences in one basket, with a much simpler user interface which appears, to the user, to be a part of the main Goodwood website.

Hudson elaborates: *"We're very proud of our website now. The customer experience is much better and we know this because we don't hear about it. We no longer get complaints from customers and staff about the site crashing and we've seen a huge reduction in the number of negative comments posted on the web. Our membership discounts are now automatically included at the checkout and customer information is remembered, so customers do not have to enter the same information on every visit."*

Reduced transaction times

This improved customer experience has already led to an increased number of people making purchases through the website. Google Analytics figures show that the average transaction time has decreased – it now takes just seven minutes for a customer to make a purchase online – and as a result, revenue generated via the website is up too.

"TALENT has given us the ecommerce functionality that we so desperately needed. The ability to crosssell and up-sell has been key to the success of the new site; so too has the one basket ability," Hudson continues.

However, it's not just website sales that are benefiting from TALENT, on-the-day ticket sales at Goodwood's horseracing events are transacted and recorded through the system too.

Says Hudson, "Horseracing isn't something we sell all tickets for online. People tend to get up in the morning, look out of the window and decide there and then whether to come or not, so on-the-day sales are key. Using TALENT has not only made the process at the gates much quicker and smoother but it also means we can record the sales better too."

"We're very proud of our website now. The customer experience is much better and we know this because we don't hear about it. We no longer get complaints from customers and staff about the site crashing and we've seen a huge reduction in the number of negative comments posted on the web."

Di Hudson > Head of IT > Goodwood Estate Company Limited

Mobile functionality

The new mobile-enabled Goodwood site has had an impact on traffic too. For the first time, the number of mobile visitors to the site has overtaken those using a PC.

"It's fascinating to see that mobile visitors now outweigh those using a computer; the basket function of the website makes the purchase process via a mobile device much easier. Also, as the customer's data is captured, after they've logged in for the first time their information is then filled in automatically, meaning they have less boxes to navigate on their small screen."

Putting it to the test

Each year Goodwood's opening day of sales launches ticket sales for both the Festival of Speed and Goodwood Revival. The launch is staggered so members get priority access, followed by the general public a few days later – more often than not crashing the website in the past. This year, despite a slew of over 200 concurrent users at once, the new website combined with TALENT performed solidly and without errors, seeing online ticket sales of over £300,000 in just a few weeks.

Expanding TALENT's use and building personalised experiences

Goodwood plans to use TALENT to provide a full retail experience on their website. Currently the 'shop' section is hosted with Shopify, however there are limitations to this; it doesn't recognise gift cards and members are unable to use their discount. Using TALENT across all e-commerce points on the website will both remove these limitations and provide a true 'one basket' experience for the organisation's customers.

The data collected by TALENT will enable Goodwood to focus on building personalised experiences for members and customers, as well as finding new audiences for them.

Hudson says: "Using the analytical reporting functions, we intend to build digital profiles of our purchasers in order to provide them with a personalised experience on the Goodwood website. However, as we are mindful that sometimes this can feel intrusive, we are currently working on a way to make this beneficial to the customer and not too overwhelming."

More information

w oneadvanced.com
t +44(0) 8451 605 555
e hello@oneadvanced.com

Ditton Park, Riding Court Road, Datchet, SL3 9LL

Advanced Computer Software Group Limited is a company registered in England and Wales under company number 05965280, whose registered office is Ditton Park, Riding Court Road, Datchet, SL3 9LL. A full list of its trading subsidiaries is available at www.oneadvanced.com/legal-privacy.