

KNOCKHILL RACING CIRCUIT, SCOTLAND

SEATADVISOR PRODUCT: SABO SPORT



SABO Sport

KNOCKHILL RACING CIRCUIT will use SABO - a powerful & feature rich web based ticketing system to manage all aspects of their venue from the box office to the marketing department.

KNOCKHILL RACING CIRCUIT, Scotland's largest motorsports venue located just outside Glasgow will use The SABO integrated ticketing, fundraising, and customer relationship management (CRM) and access control solution.

"We have researched available ticketing and database systems for the past year, and SABO's web-based easy to use system is the one that meets our needs," said jillian shedden, Managing Director of **KNOCKHILL RACING CIRCUIT**. "We are in the very beginning stages of a marketing campaign, and SABO's seamless view of our customers and clients, coupled with the management tools we will be able to place in the hands of the many organisations that call **KNOCKHILL RACING CIRCUIT** home, convinced us that now was the time to make the jump.

Using SABO's integrated, single database solution, Del Mar will have access to ticketing, fundraising, marketing tools, crm and access control functionality allowing all departments manage their operation from one live real time system.

While the venue has a core focus on ticketing they make extensive use of all the ancillary facilities at the venue to provide a richer customer experience. The SABO system provides the data management and analysis tools necessary to improve relationships with existing customers, and marketing tools to attract new ones.



Organisation Profile

Knockhill Racing circuit in Fife is Scotland's national Motorsport. Knockhill runs different events throughout the year including the British Superbike Championship, Touring cars, stock cars and the infamous hot hatch days. As well as these special events Knockhill runs daily experience sessions. There are many different experiences available from the skid control course to the off-road rally stage driving.



"AS A LARGE MOTORSPORTS FACILITY WE HAVE A COMPLEX ADMISSION STRUCTURE, DRIVING SCHOOL & CORPORATE FACILITIES - THE SEATADVISOR STAFF HANDLED OUR REQUIREMENTS WITH RESPONSIVENESS AND DEDICATION"

Jillian Shedden,
Managing Director,
Knockhill Racing Circuit

CASE STUDY - KNOCKHILL RACING CIRCUIT

Implementing the solution

“KNOCKHILL RACING CIRCUIT is a great example of an organisation dedicated to getting the most out of our system,” said SeatAdvisor Europe MD Hugh O’Morain. “They’ve realised it’s not just about ticketing anymore. They work with many groups, and have many different departments within their organisation. Replacing the multiple systems they currently use to manage marketing, fundraising and ticketing initiatives with one unified system will be vital to their success.”

KNOCKHILL RACING CIRCUIT is the latest Sports venue in SeatAdvisor’s growing client list, and joins The University of Tennessee, The Scottish Rocks Pro Basketball and The Bendigo Schweppes Arena among others.



About SeatAdvisor

SeatAdvisor provides a fully integrated ticketing, customer relationship management, and fundraising software system for the sports, arts, live event and family attraction industries. The SABO web-based system has been built on the latest technology, for entertainment industry professionals.

At the core of this powerful solution is a single, real-time view of the customer’s data across all organisational levels, combined with business intelligence analytic tools that will ultimately deliver more revenue and profits. SABO currently serves clients in America, Europe and Australia, including: The University of Chattanooga, The Schweppes Centre, University of Tennessee and Del Mar Thoroughbred Club

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For Further Information:

You might also like to watch some video demonstrations of our system or to download further case studies. Here you can see an online presentation about SeatAdvisor and the SABO ticketing system. Go to the following link and make sure you have Flash Player 8 as a minimum loaded on your PC (please type the address reference exactly as it appears, including the capital letters). http://www.seatadvisor.com/DEMO/SABO_presentation_new/player.html Seat Advisor has offices in the United States, Europe, and Australia.

**SeatAdvisor Europe MD
Hugh O’Morain.**