

Liverpool FC delighted with improved productivity and reliability of ticketing operation

With a need to improve the efficiency and reliability of the club's ticketing operation, Liverpool FC turned to TNT Post as its partner for mail collection, sortation and delivery.

Prior to the start of the 2006/2007 Premiership season, the Liverpool FC ticket office conducted a review of its ticketing delivery operation. Having previously experienced problems including late delivery and ticket theft, Liverpool FC took the decision to invite TNT Post to tender for its mail delivery contract.



Gaynor Kelly Ticket Office Manager explains: "In recent years Liverpool FC has been involved in all major cup competitions including FA Cup and Champions League finals. This, combined with the Premiership season, means there is considerable pressure on the ticketing department in terms of ticket distribution and internal workload.

"During this period our previous mail partner had experienced numerous problems with late delivery and mail theft, resulting in fans receiving tickets late, or in some cases, not at all.

"This contributed to a dramatic increase in the workload undertaken by the department, and in the case of the FA Cup Final, a number of fans were unable to attend due to the venue's policy not to issue duplicate tickets.

"Considering our past experience, we decided to approach TNT Post to tender

for our mail distribution contract, and to date we've had nothing but fantastic support and great service".

A smooth transition with immediate benefits

Following the decision of Liverpool FC to employ TNT Post, a number of time and cost saving measures to combat its problems have been implemented.

The introduction of TNT Post PremierSort Flex, a 2/3 day-definite service providing fast, reliable and cost-effective delivery of unsorted mail, has all but eradicated late ticket deliveries.

This, in addition to TNT Post's automated tracing system, has created a sense of confidence within the ticketing department. This has enabled the club to guarantee a high level of customer service and has improved the perception of the ticketing operation, both internally and with fans.

Gaynor Kelly comments: "The transition to TNT Post was extremely smooth. Our account manager Trevor Holmes and his team dealt with all the documentation, supervised collection and delivery for the first few weeks and allowed the department to continue its day-to-day operation with the minimum of disruption.

"Collection of our mail is flexible but always on time and we are now able to better plan our resource requirements.

"We are now benefiting from a decrease in costs and improved customer service. As a result, we anticipate an increase in membership of our Auto-Cup ticket scheme.

"We are so pleased with TNT Post that we intend to host a meeting to promote their services to other Liverpool FC departments."



Customer: Liverpool FC

Location: Liverpool

Manager: Gaynor Kelly

TNT Post Account Manager: Trevor Holmes

Primary business concern: Sports and Leisure

Service provision: Mail collection, sortation, transportation & delivery

Immediate benefits:

- Improved delivery efficiency
- On time ticket deliveries
- Flexibility in ticket collection
- Reduction in costs
- Improved data management
- Elimination of ticket theft
- Increase in departmental productivity

Long term benefits:

- Improved fan perception of ticketing service
- Expansion in take-up of Auto-Cup ticketing program
- Increase in ticket sales
- Reduction in department costs and workload

For further information about TNT Post bulk mail services contact:

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