

CRM Applications - Sports & Entertainment

- ❖ **In the Real World: Smooth Sailing - Kristine Grow:** This article is about how GoCruiseDirect.com takes the cruise industry online, increasing potential revenues and enhancing customer satisfaction
(<http://www.unisys.com/commercial/insights/articles/articles.htm?insightsID=20668Access>)
- ❖ **In a League of its Own - Jon Surmacz:** Learn how Major League Baseball used CRM to succeed with a venture that many thought would strike out.
(<http://www.cio.com/archive/041505/baseball.html>, April 15, 2005)
- ❖ **Walt Disney World Resorts and CRM Strategy A Better Mousetrap? - Debra D'Agostino:** This article talks about how Walt Disney counters sliding attendance rates and losing brand luster among kids, by implementing a next-generation CRM with real-time interfaces with customers.
(<http://www.cioinsight.com/article2/0,1397,1418249,00.asp>, December 1, 2003)
- ❖ **A dining card that works - Rick Matsumoto:** Learn about how Reno Gazette Journal, unintimidated by the spotty success of other dining card programs, achieved great results with their EZ Pass program.
(<http://www.astech-intermedia.com/40/1/reno.htm>, August 2004)
- ❖ **Scoring With an Inside Pitch - Erik Seoane:** This article is about how Turbo Tax embraced CRM to make filing taxes fun and less frustrating.
(<http://www.destinationcrm.com/articles/default.asp?ArticleID=3164>, June 02, 2003)