

How Minnesota Wild Maximized Premium Revenue and Engagement Using Wavework!

Minnesota Wild is a leading NHL franchise. With premier sponsors, world-class employees, and millions of fans, maintaining high-occupancy arena presence with high VIP visibility is critical in this crowded entertainment space.

To provide thousands of premium seating guests with the best service year-round, Minnesota Wild grew its Sales, Service, and Operations teams, yet desired more automation and customer centric technology.



The Challenges: Institutional Knowledge, Manual Tasks, DIY Technical Debt

As with many professional sports teams, institutional knowledge in suite and premium experience management including the specifics both internally and externally caused a pause in service when suite administrators or team members tuned over. Together with constant communication and the many repetitive and manual tasks, such as game day additions, receipt inquiries, and special requests coming from various channels vs having a central information system made the premium experience stressful for those involved while lacking efficiency. In addition, a general lack of awareness of premium benefits, access, and opportunities resulted in lost opportunity and value for premium partners.

The Minnesota Wild looked at various tools some of which had nice visuals or communication features though were laden with heavy costs, training, and, overall, lacked features and functionality geared specifically towards premium.

At the time, a premium customer solution was not in reach, so the Minnesota Wild ending up DIYing premium experience management with simple, time-consuming processes.

Again, like many organizations, there was a desire and need to improve day-to-day service experience and take care of premium clientele.

“Wavework enabled us to implement premium service offerings to communicate efficiently with VIP clientele. That allowed us to anticipate needs, deliver more personalization, and maintain our high standards.

Our premium teams are seeing the benefits everyday”

*-Bree Oslin
Director, Premium Service & Operations, Minnesota Wild*

Getting Up and Running: Mobile and Saas, Integrations, and Self Service Make It Easy

Built on a mobile app and SAAS delivered platform with technical consulting for any required integrations, we were up and running quickly. The open platform made it easy for our Suite administrators to navigate and they were able to see the value quickly.

Offering a self-service option for Suite administrators, whether for quick links, account specific information, or general premium requests, Wavework provided a key benefit and unique differentiator for Minnesota Wild premium partners.

Great Support When Needed

Minimal support was needed from Wavework as the platform is intuitive and easy to use. When we needed, we were able to get technical and product level support easily and quickly from the Wavework team.

Boost Your Return On Experience: Try Wavework Today

Wavework is a SAAS-delivered solution that is easy to roll out quickly and providing inherent value right away. In addition, onboarding has a near zero learning curve since it's based on open technologies.

Request Wavework access below to start using the free trial to learn the capabilities of the tool.

[Request A Demo](#) to Boost Your Suites and Other Premium Revenues

About Wavework

Award-winning software platform Wavework was created to redefine the premium customer experience with a one-stop hub to accelerate productivity, performance, and profits for sports teams, leagues, and event venues. Wavework empowersteam and event employees to maintain visibility, speed, and consistency for their more sophisticated clientele with predictive analytics, multi-channel promotions, and service automation, all with easy integration into existing systems.

About PlatForce

PlatForce is a leading business building platform that helps organizations power growth with monetization and insights. Rapidly identify and validate demand with engagement, automation, and insights to help predict new sales channels, segment premium audiences, and monetize new digital business services. The company is headquartered in Miami with offices in Oslo, New York, and San Francisco.

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