

CUSTOMER STORY

Storing Event Ticket Data in Salesforce

The Pacers are an NBA team with 20,000 stadium seats to fill each game, which makes ticket automation crucial to success. When they needed a way to seamlessly transfer ticket data into Salesforce, they turned to Formstack.

PACERS SPORTS & ENTERTAINMENT

Pacers Sports & Entertainment runs the Indiana Pacers, Indiana Fever, Fort Wayne Mad Ants, Pacers Gaming, and Pacers Foundation, Inc. Their state-of-the-art facility, Bankers Life Fieldhouse, is located in the heart of downtown Indianapolis and hosts the best in live entertainment, family shows, special events, and sports.

Industry **Customer Since**

Sports and Entertainment

2013

Use Case **Products**

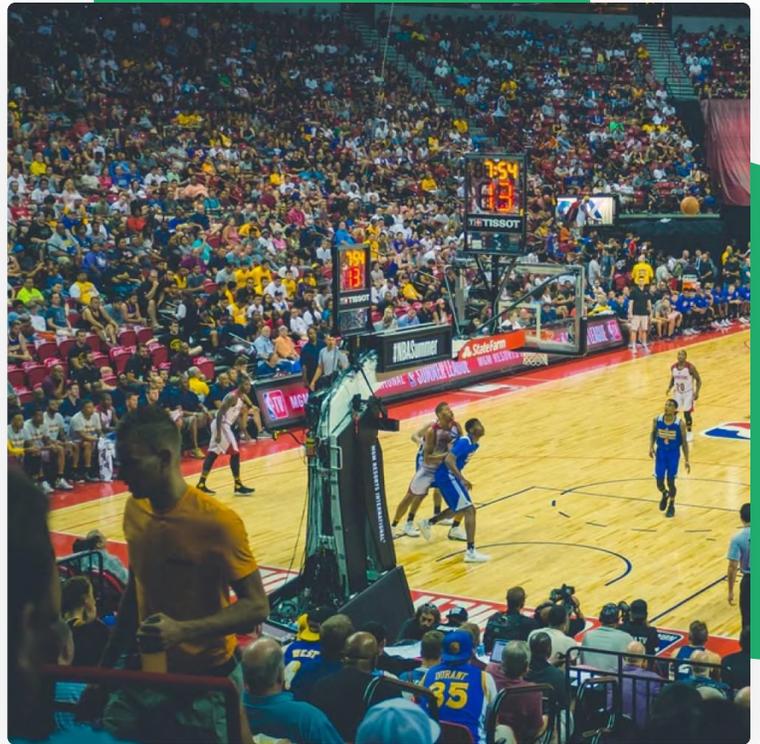
Ticket Automation and Salesforce Data Collection

Formstack for Salesforce

Features

Native Builder, Themes and CSS

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Challenge

The Pacers use Salesforce to track all their customer data, including information on season ticket holders. Account reps had to perform multiple manual steps to pull ticket data on these accounts, which was a complicated and time-consuming process. Hours were wasted on repetitive, manual data pulls and downloads, taking away precious customer-facing time from employees.

5 hours

spent by each account rep weekly per event on manual ticket data pulls

Solution

Using Formstack for Salesforce, the digital marketing team created a highly stylized, branded form for ticket sales. Customer data is now pulled directly into Salesforce from the form, without needing additional setup or manual data entry. Account reps can quickly and easily access all customer data, enabling them more autonomy. Reps can easily check ticket orders and RSVPs to provide customers quicker communications and an overall better experience.

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Now important season ticket holder data is available at their fingertips without having to reach out to a person or perform a manual process. Formstack has made it so much easier to communicate across all of our different departments.



Celeste Ballou

Director of Digital Marketing at Pacers Sports & Entertainment

The Results



Saved each account rep 5 hours each week per event



Improved data access for account reps



Eased communication across departments



Eliminated multiple manual data entry steps



Transferred data into Salesforce automatically



Increased communications to customers due to easier data access