



SHANGHAI RUGBY FOOTBALL CLUB
上海瑞可碧橄榄球俱乐部

Established in 1997, the Shanghai Rugby Football Club is home to Shanghai's premier adult & youth sports teams and community programs. The SRFC facilities include 60,000+ sqm. of sporting grounds, clubhouse, and ample space for local merchants to service its many spectator driven events.

Program Impact:

- *800 cards, 6,000 trx processed
- *4.8% residual
- *Real-time merchant payout report
- *Faster customer service



Challenge

The Shanghai Rugby Football Club (SRFC) has a 13-year history of hosting local club sports as well as a number of regional and international competitions. Major events, like the 2010 Shanghai Rugby Sevens, include thousands of spectators and a number of temporary merchants. The SRFC used a paper coupon currency on-site to track revenue and direct a portion of spending back to fund operations. "Creating a profitable environment for merchants is important for delivering a great experience to visitors" says Ashley Jones, Founder of the SRFC. "With coupons, accounting is time consuming and error-prone. Merchants need a simple system without the manual labor and risk so everyone can focus on event operations."

Solution

Ashley asked CMS to automate the payment process in a way that could be quickly deployed and removed after the event. "The CMS smart card platform let me digitize currency and easily manage a multi-merchant environment" says Ashley. The entire system including: card activation, payments, card returns and service functions runs on a Blue Bamboo GPRS point-of-sale (POS) terminal that is wireless and portable. "Merchants picked up their terminals in the morning and, because the system is so simple, were up and running in no time. Customers received receipts for every transaction to help them keep track of their spending and card balance. There was practically no maintenance once the system went live, cashiers and merchants ran it themselves."

Results

It soon became clear that smart card transactions were fast and efficient. Rather than manage flimsy coupons of small denominations, customers could tap-and-go with purchases in hand. When a rush emerged, extra terminals were brought online and staff reassigned to eliminate queues. "Servers were out taking orders to keep the line moving rather than waiting behind a counter. We even managed to add table service into the beer garden with the portable POS machines" says Ashley. In addition to driving increased sales, the automated reporting offered by CMS was critical to the events success. Ashley added "Our Sunday party went on well after dark, with merchants and staff working late. Instead of having a group of tired people gather to count and re-count thousands of coupons, I received an emailed breakdown for use in settling all accounts." Overall, 800 cards were issued and 6,000 transactions performed during the two-day event. After this experience, Ashley aims to expand the use of smart cards at the SRFC. "The club has become too big for my staff or I to keep track of on our own. By issuing cards to club users, moving to a cashless environment, and taking advantage of CMS reporting tools, I look forward to having even better insight into operations than I had when the club was smaller."