

HAVANT & WATERLOOVILLE FC CASE STUDY

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PROBLEM

H&W FC needed to save money but also look professional... however they were running their bookings using an excel spreadsheet.

Havant & Waterlooville FC faced the challenge of managing their bookings after transitioning their football pitches from grass to artificial turf.

They wanted to optimise their operations by saving costs and presenting a more professional image throughout the club.

The use of an excel spreadsheet for bookings proved to be inefficient and time-consuming. Recognising the need for an online system, the club discovered SportsKey as the ideal solution.

SportsKey was the most user-friendly and its straightforward booking process made it a standout choice.

"We knew we'd save lots of time, money, and admin by running our bookings on an online system. SportsKey stood out because it was user-friendly. The customer journey was so simple." Gary Pratt, General Manager

SOLUTION

The best part of using SportsKey was that booking and payment can be done without us having to worry about paperwork.

Havant & Waterlooville FC's top priority was staff user-friendliness.

The system allows for direct payments, simplifying the invoicing process while eliminating paperwork.

With SportsKey, the club gained full control over who could book their pitches, ensuring that each booking was confirmed by the staff.

The user-friendly nature of SportsKey, including the ability to access the system via mobile phones, made it an ideal choice for the club's staff, even for those who are a bit more tech-adverse.

OUTCOME

H&W FC saved a full-time staff member salary. While invoicing used to take a full day a month, now it takes hardly any time at all.

"It's made us proactive, rather than reactive. We have more time to get out there and do other things in the business and in the community."

"Such as coaching into schools and community project work. We can keep up on our maintenance. We look more professional to our first team and backroom staff." Gary Pratt, General Manager

The streamlined nature of the system resulted in saving the salary costs of a full-time staff member, with the invoicing process being reduced from what could sometimes take a full day per month.



GARY PRATT

General Manager

"This is the product to have for an easy life. Of all the systems I have used, SportsKey is the one that's easy for everyone to use."