



Argentina’s Oldest Soccer Club Achieves Mobile CRM with MobiWork

Club de Gimnasia Esgrima de la Plata (GELP) was founded in 1887 and is the oldest soccer team in Argentina. GELP is a non-profit sports club, particularly an Argentinian soccer team in the 1st Division AFA (Argentine Football Association). GELP is headquartered in Buenos Aires, Argentina, and has dozens of subsidiaries located in the country and around the world. The headquarters location is made up of a football stadium, a campus of 160 hectares, a campus for children’s football, a sports center, a kindergarten, a primary school and one high school. GELP’s target market is made up of world soccer fans, and apart from soccer, the non-profit also hosts other activities such as athletics, basketball, fencing, futsal, gymnastics, field hockey, martial arts, tennis, roller skating and volleyball. In an effort to increase both competitive advantage and day-to-day productivity, business leaders of GELP are putting an emphasis on mobility and placing a high priority on customer services that foster new levels of prospect, customer and employee engagement.

“MobiWork allowed us, in a digital age, to streamline and optimize our internal operations, while maintaining focus on our operations, employees, and customers in real-time.” – Lucas de Stefanis, IT Club Manager

Industry:

Non-Profit Sports Club

Regions:

South America

Key facts:

- Oldest soccer team in the Argentinean L1 (founded in 1887)
- Over 50,000 club members
- \$5-10 million in revenues

Headquarters:

Buenos Aires, Argentina

Website:

Gimnasia.org.ar

Key Challenges: Going Mobile, Visibility & Customer Service

With more than 50,000 club fans and members from around the world, it’s a challenge maintaining the daily business aspects of sales history and customer service. GELP was struggling with maintaining operations and visibility of field sales

processes and employees. Specifically, they needed a mobile CRM system for selling soccer season tickets that would show specific seating, costs, and options available for customers to purchase right in the field from sales representatives. GELP's key challenges included lack of visibility, too many manual and disparate sales processes, inability to consolidate systems, duplicate data entry and a need for more secure payment options. Due to poor record keeping and various business procedures in place, GELP administration had limited sales visibility and needed a way to see expenditures and income from the non-profit transactions. Their team needed a mobile CRM for administration, field data collection, and field sales and marketing. In addition, they needed a way to organize their product catalog online, and see all of these processes, invoices, and transactions in real-time.

Prior to MobiWork, GELP collected data using Excel and older custom development, and thus had spent double the time to collect information in the field that had to be manually entered in the back office. Their main objective was to integrate a mobile CRM, identify areas for improving their internal sales process, meanwhile, improving their customer and partner services.

Results: Tremendous Gains in Field Sales & Customer Satisfaction

GELP did a pilot test prior to choosing MobiWork, specifically testing the implementation, training, and maximizing sales efforts. Upon training and deployment of the MobiWork app, the GELP business team found the training process was immediate and effective. They loved the product catalog for managing all stock of tickets for stadium audience. GELP is now able to put their customers at the center of everything with a comprehensive, customizable view of customers across sales, service, and marketing. Overall, the entire GELP organization (management and field sales employees) is highly satisfied with MobiWork, and as such a large organization, they plan to use MobiWork for even more of their processes.

Lucas de Stefanis, the IT Club Manager of GELP, stated, **“We rely on the MobiWork dashboards for sales control, stock searches, and optimization of queries and sales. MobiWork vastly exceeded what we needed with successful and clear results”**.

MobiWork helped GELP gain visibility of interactions between their sales force and clients. Because MobiWork works in real-time, GELP could see immediate incidents occur in real-time, allowing for reliable monitoring and informed decisions on objective information, which helped improve interactions with customers and prospects. Lucas de Stefanis exclaimed, **“The test pilot of MobiWork showed GELP that there were more than 50% in cost savings of paper costs alone, and an 80% gain of visibility in the field, which translated to a huge impact on shortened response time and customer service”**. When sales reps go out to homes, customers love that they can select the best seats available based on their price range and selected payment plans, all captured in real-time. Overall, GELP has seen a tremendous increase in customer satisfaction thanks to MobiWork's mobile CRM.