

CASE STUDY

Greyhound Racing Victoria (GRV)

messagemedia gives punters the inside running with real-time tips and information

QUOTE

WE HAVE BEEN VERY WELL SUPPORTED BY MESSAGEMEDIA WITH TECHNICAL ASSISTANCE AND VALUE FOR MONEY, THEY'VE MADE THIS ENTIRE VENTURE EXTREMELY EASY TO MANAGE.



OVERVIEW

CHALLENGE

Improve punters' access to race tips and important information, reduce incoming calls to reception desk.

SOLUTION

messagemedia tailored a system that gave greyhound followers access to real-time information when they messaged 19WINNER with a runner's name.

BENEFITS

- An excellent marketing tool that strengthens relationships with patrons
- Calls to reception reduced
- Helps position the GRV brand as innovative, customer-centric and market leading

Thousands of people place bets on greyhound races every year. It's a passionate pastime, and punters like to receive information around the clock – be they at the track, on the road, at work or at home. GRV saw an opportunity to capitalise on this demand by providing real-time information via a premium SMS service, while simultaneously reducing phone queries handled at reception.

GRV Technology and e-Business Manager, Geoff Milner, approached messagemedia in mid 2004 to discuss their business challenge. After thoroughly reviewing their requirements, messagemedia introduced a dynamic response service that provided punters with current information when they messaged 19WINNER with a runner's name. In more recent times, we've added another service that allows punters to download the GRV logo on to their phone via MMS when they text LOGO, a value-add that enforces GRV's position as a market leader.

The benefits of messagemedia's service are threefold: it's a communication medium through which the organisation can stay connected with patrons, it has reduced customer calls to the front desk, and has helped GRV brand themselves as an innovator in the ultra-competitive gambling industry.