

Case Study: How Technology Improves Sports & Recreation Facility Operations

Canadian Digital Adoption Program (CDAP) Grant Recipient

OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

Company Details

This company is a public sports and recreation facility that also has a retail store and provides private booking experiences.

Operating since 2007



SECTOR

Athletic Instruction & Fitness/Recreational Sports Centre



HOME BASE

Calgary, AB



CHALLENGES

Operating a sports facility involves various business objectives: enhancing rentals, coaching, and private bookings; generating additional revenue through online retail and expanding to new locations. The CDAP process offers guidance and structure for planning and funding to prioritize key objectives.

SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Inventory Management & Point-of-Sale Software



Enhanced Digital Marketing



Customer Relationship Management System

BENEFITS

1

Inventory Management System and supporting POS tool

- Provide organization and management to large retail inventory supply through adoption and integration of an online cloud-based solution.

2

Build Awareness through Digital Marketing

- Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

3

Enhanced Digital Accounting through Cloud-Based Software Adoption

- Streamline day-to-day financial practices including ordering, inventory, invoicing, purchasing, payroll, and more.