

## WHY PITCHERO

# Case studies



### Topics

**Tooting and Mitcham FC**

**Blackheath Wanderers Sports Club**

## Tooting and Mitcham FC

Through using Bookteq to manage venue bookings, Tooting and Mitcham FC saw their use jump by 26%.

Part of the value of embracing online is the data all clubs can access to understand what's being booked out as well as levels of income and popularity at any point in a year.

In the case of Tooting and Mitcham FC, it also showed that 35% of those who hired out facilities went on to re-book a further 6 or more times.

This just emphasises the point that if you make it easy to do, all sports clubs can benefit and you'll build repeat business over years. Someone who had a party might then think of your club for a christening or a wedding.

**Blackheath Wanderers Sports Club**

# Blackheath Wanderers Sports Club



In only a year, Blackheath Wanderers Sports Club found that nearly half of all their bookings came from new users.

So, rather than clubs relying on the goodwill of members and their immediate network, having a system that's quick, understandable and available 24/7 will definitely make a difference.

While not every new booking will always return for future events, many will, as Tooting and Mitcham FC proved, so your club can begin to expand its customers and introduce new faces, some of whom may choose to join as members, play or volunteer.

## Pitchero



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<b>COMMUNITY</b>	<b>+</b>
<b>COMPANY</b>	<b>+</b>

