



FIND YOUR FUTURE BY SHAPING THE FUTURE. #ACCENTUREGRADS

VIDEO TRANSCRIPT

Shane Binnie (Commercial and Marketing Manager of Wellington Rugby Football Union) speaking: Wellington Rugby is nearly a hundred and fifty years old. It plays an important role in our community, and it is responsible in delivering the sport of Rugby to all ages across the region.

Junior Rugby is the most important part of Wellington Rugby. It's the largest area of our registered numbers, some of those players go on to higher honors and even represent our country in the All Blacks. But most importantly, it creates important life skills for our juniors such as camaraderie, discipline, perseverance, teamwork, and those social skills that are important to us all.

Junior Rugby is supported by many different people. This includes coaches, parents, volunteers, referees – without them, Junior Rugby would not be possible.

Junior Rugby is funded in multiple different ways including centralised funding, from New Zealand Rugby, community funding and of course, our sponsorship.

Previously, we managed our customer and community data manually. These set across many different teams and spreadsheets. We needed to find a better way to manage this information.

Rebecca Fox (Client Deliver Lead of Accenture New Zealand) speaking: Wellington Rugby have a really complex client and community network and they were looking to increase their sponsor engagement, fan experiences and their community rugby connectivity. This was a challenge for them because they generally had one person managing all of the different data across different teams so they brought Accenture in to see where we could help improve these processes.

Salesforce is the leading sales effectiveness platform and has been used globally for multiple sports organisations so as soon as we heard Wellington Rugby wrote this challenge, we knew it'd be a great fit – providing them with user-friendly extendable and integrated cloud platform. We work collaboratively with Wellington Rugby to understand their goals around the client journeys, bringing all of their data insights into one location which could be accessed across the organization allowing them to personalise communications to different stakeholders and use the real-time dashboards to continuously learn new opportunities.

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.



While having the information all in one place really does make it easier for our organisations. We can communicate with our networks better. We are more efficient and we can trust the data that's in the system.

With such a personal but efficient touch gives Wellington Rugby the chance to increase revenue through sponsorship and membership products allowing Wellington Rugby to invest in their passions such as Junior Rugby.

Accenture.

Copyright © 2019 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.