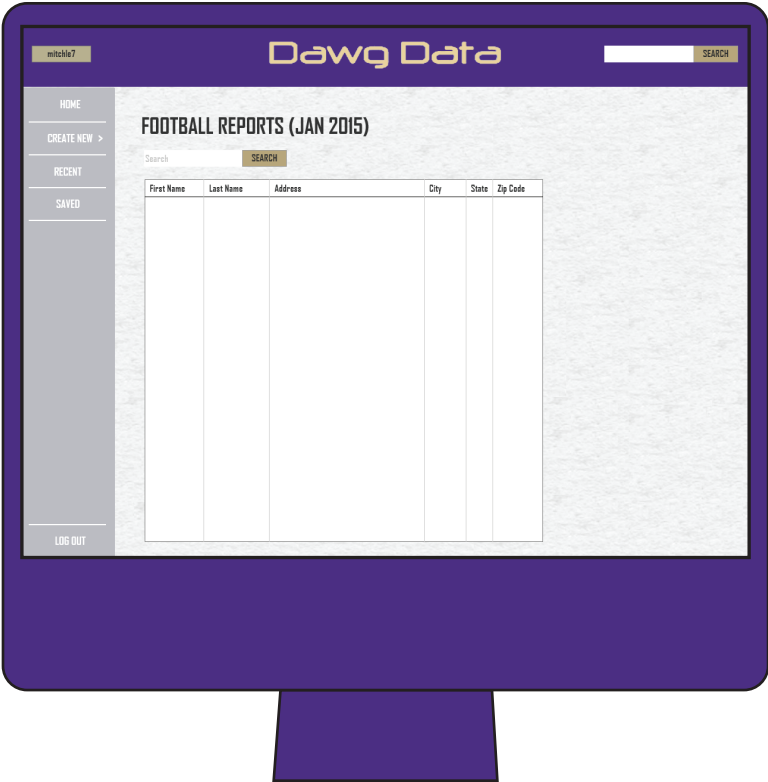


How can UW Athletics maximize their ticket sales?

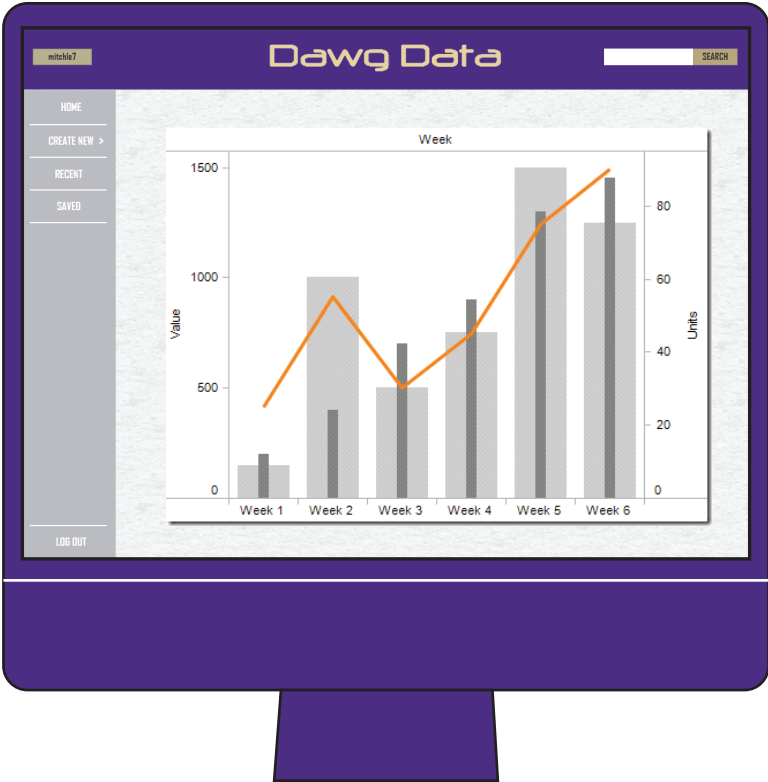
By using a UW customized Customer Relationship Management system

How the customer information travels:



Filter

Users can filter through data to target specific customer groups. This will maximize the Athletics marketing and sell more tickets.



Graph

The CRM will take all exported data and put it in user-friendly graphs. This will allow for better visualization of the data.



Create

The ability to create and save reports. Finding different combinations of data and analyzing its contents to easily make decisions.