CASE STUDY:

LEVERAGING A.I. TO INCREASE TICKET SALES

Being on the cutting edge of technology and looking to incorporate A.I. to improve the performance of its sales team, the Milwaukee Bucks launched the piLYTIX Sports Platform for 2017-2018 ticket sales. In order to better understand the impact of the PX Platform, the sales management team at the Bucks launched the platform with a pilot user group for a three month period.

It was the first time that the performance of a randomly selected PX Platform pilot group was compared to that of a control group.

The significance of the results surprised both the Bucks and piLYTIX.

Like all NBA teams, the Milwaukee Bucks have access to a vast amount of sales and marketing data through their ticketing provider, CRM system and various other sources. Although the Bucks a have a talented roster of in-house analytics professionals, the sheer volume of projects and available data is often overwhelming. Thus, SVP of Sales Jamie Morningstar and CRM Director Scott Shafer looked externally for a solution to supplement their existing analytics efforts. Namely, they wanted a solution that:

- Position the team to focus on the best sales opportunities;
- Limit time wasted on deals highly unlikely to ever result in a win; and
- Empower managers with much deeper insights into the strengths and weaknesses of each deal in their pipeline and each salesperson on their teams.

Although piLYTIX had a history of applying sophisticated AI to sales pipelines in other industries, piLYTIX was a recent entrant to the world of professional sports.

Seeing the value add of the PX Platform in other industries and knowing that AI is driving sales efficiencies outside of professional sports, Morningstar and Shafer took a chance on the new entrant. After all, despite the perception of tailwinds brought by an improving team, an exciting young future league MVP candidate, and a new facility in a revitalized section of downtown Milwaukee, Morningstar and Shafer recognized that short term success can be fleeting and 18,000 seats won't sell themselves 41 nights per year. Long term sales and marketing success would only result from smarter selling – using data and AI to drive efficiency and effectiveness.

"I kept pursuing a prospect strongly, despite the early signs telling me she was probably going to bail. If I didn't know the piLYTIX likelihood, I would have thought she wasn't genuinely interested and I probably wouldn't have shown her 3 or 4 more products and would have missed $15,000 in suite products."

TOM LACOMBE
SENIOR ACCOUNT SERVICE EXECUTIVE
MILWAUKEE BUCKS

piLYTIX SPORTS

"piLYTIX has been an amazing asset for our management team, helping us more accurately forecast sales based on reps' pipelines, removing the need for multiple reports and guesswork. Additionally, enhancing our ability to coach each rep based on their specific sales process habits and trends – a great conversational guide, leading to more depth in our weekly rep 1-on-1 dialog."

BRANDON LOTT
DIRECTOR, TICKET SALES
MILWAUKEE BUCKS

piLYTIX *SPORTS*

THE ROLLOUT

Quantitatively measuring the impact of any sales technology is difficult because there are so many success predictors which are constantly changing in a high volume sales environments.

However, by rolling out piLYTIX to a randomly selected pilot user group and not introducing any other changes throughout the sales organization, the Bucks were able to isolate the impact of the piLYTIX platform allowing for a clear view of the value created.

THE RESULTS

The pilot users focused on deals that were mathematically more likely to result in wins as indicated by the PX Platform – even early stage deals that did not appear to be obvious wins. In the first 3 months, the trial users:

- Experienced a win rate 30% higher than their peers
- Had a reduced cycle time for these wins by an average of 6 days
- Lost deals faster (received a definitive 'no' 14 days faster than their peers)
- Closed stale opportunities as losses at a 2x rate as their peers
- Opened 10% more new sales opportunities than their peers
- Improved year-over-year performance for the same time period by 20% compared to their peers who improved year-over-year performance by 3%*

*Reps with tenure of 1 year or greater

piLYTIX SPORTS

"I had four "Stage 7" deals (Initial Payment Received). I was positive that all four were going to win for the full amount, but piLYTIX had all of these deals around 20%. When I connected with these prospects, I found out that they had all changed their minds. I now use the piLYTIX insights to focus on the deals that should close and push for quicker decisions on the less likely deals. This focus allowed me to close a lot more business over the summer."

CAMERON LIPNICKY
SENIOR SALES ASSOCIATE
MILWAUKEE BUCKS

THE CONCLUSION

Every pro sports franchise is sitting on a mountain of sales and marketing data. Some of the data is useful and some of it is decidedly not. However, procuring and storing all of that data is expensive.

By applying sophisticated A.I. tools to their sales data, the Bucks are ensuring that they extract optimal value from their sales and marketing data. In so doing, Jamie Morningstar, Scott Shafer and the Milwaukee Bucks leadership team have positioned the Bucks for success.

In the short term, the Bucks will be able to maximize ticket sales as the team prepares to move into a new facility with an exciting young team. Longer term, they will be able to continue this trend and minimize the impact of future obstacles that might be created by changing market dynamics, disappointing on-court performance, or declining novelty of their new stadium.

This modern sales approach is a perfect fit with the Bucks' innovative owners and a new and ultra modern stadium.

" When I see an initial payment in piLYTIX's *Money at Risk* tab, I try to speed the process by keeping the lines of communication open so that the prospect doesn't ghost me**."**

KELSEY DEBLOIS
ACCOUNT EXECUTIVE
WITH BUCKS SINCE MAY 2016

"piLYTIX's monthly predictions show me the folks that I absolutely need to focus on to maximize my sales before I head out of the office.**"**

ZACH YOUNKER
ACCOUNT EXECUTIVE
WITH BUCKS SINCE FEBRUARY 2016

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ADDITIONAL RESOURCES

WEB:
www.pilytixsports.com
www.pilytix.com

RESEARCH CONTENT:
The Stunning Amount of Time Wasted in Sports Sales   (WEBLINK)
Rethinking Sports' Approach to B2B Sales   (WEBLINK)
Wasteful Sales Activities: The "Churn 'N' Burn" Sales Organization   (WEBLINK)
Too Much Sales Data? Yep, That's a Thing   (WEBLINK)

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