



Eleven sports

Eleven Sports is a multinational sports and entertainment media group. In Belgium, it is the number one platform for sports fans. The programming covers a wide range, from the world's largest sports events, to local sport as well as specialised programmes. Fans benefit from a 24/7 offer of live and replay content through the Eleven group.

Business Solution
Service Companies

Sector
Entertainment

Collaborators
300

Website
bienvenue.elevensports.be

CHALLENGE

Eleven Sports manages a network of linear and/or digital television services and broadcasts a range of premium sports, local sports, and original programmes.

Since July 2022, Eleven Sports has made its B2B offering mandatory for all bars and restaurants: a paid license is introduced for operators from the foodservice industry who wish to continue to broadcast live sports programmes for their customers.

Eezee-it had 5 weeks to implement a management solution via Odoo for this B2B offering, as well as its commercial and marketing levers.

SOLUTION

Eezee-it successfully implemented a B2B license management solution (foodservice industry) using Odoo in 5 weeks. This "sprint" project (very short timeline for production deployment) was made possible thanks to

the professionalism of Eezee-it in collaboration with Eleven Sports and its partners.

Customers can register through a customised portal, choose the license and payment method that suits them to get access to the customised portal. The solution automatically manages licenses from A to Z: affiliate reminders, request and payment tracking and license renewals. In addition, Eezee-it has set up a connection with an external platform to print the letters created within Odoo, put them in envelopes, and send them without any human intervention. All communication towards customers is personalised through Odoo. A connection to the accounting platform has also been added.

Finally, Odoo provides Eleven Sports with another portal dedicated to the provision of content for its clients (posters, flyers, advertisements, special promotions, etc.).

A simplified workflow for the sales team:

A dedicated programme for the sales team of Eleven Sports was developed by Eezee-it and integrated into the systems of external partners. Odoo provides a predefined list of recommended prospects for sales visits. License statuses, on-site checks, deadlines, and license abandonments are managed on a platform within Odoo. This allows the sales team to focus on its core business for efficient work.

Marketing levers supported by Odoo:

Foodservice establishments and fans have free access to the "Footbar" application, developed by the communication partner of Eleven sports. By using the application these establishments can promote their location and build customer loyalty. It allows fans to choose the bar where they want to watch live football games. This application, linked to Odoo, increases the visibility of Eleven Sports and its customers.

Marketing campaigns are launched in collaboration with Eleven Sports. They are supported by Odoo and Eleven's marketing partners. The "Tournée Générale" campaign, for example, aims to foster customer loyalty. This campaign is entirely managed through the Odoo platform and Eleven Sports' marketing partner.

Eezee-it handled the connectivity to other Odoo partners (web services, Odoo APIs, links to marketing applications, etc). All customers, licenses, financial, marketing and commercial data are integrated in Odoo.

RESULTS

Customer and license management are centralised within Odoo. The tracking process is automated and connected to the accounting platform.

A portal has been developed for customers to register, choose their license, make payments, and have access to their client area.

The sales teams of Eleven Sports have a specially developed website within Odoo. They can follow a predefined list of their commercial target audience and ensure a good follow-up.

Eezee-it also assists Eleven Sports with its commercial campaigns to enhance customer loyalty and increase the number of licenses.



The successful collaboration between Eezee-it and Eleven Sports made it possible to be implement the solution in record time. Eezee-it continues to work hand in hand with Eleven Sports and its partners to support sales and marketing initiatives and ensure necessary developments, assistance and adaptations.

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