

LA Galaxy Use Conversational AI to Stay Connected During the Pandemic



Customer

LA Galaxy

Challenge

- Pandemic recovery
- Too much time spent chasing leads and fans
- Inefficient phone outreach

Conversica Solution

Conversica Sales

AI Assistant Persona

Victoria Campos, Ticketing Assistant

Conversica Assists

- Unlimited scalability in an affordable manner
- Automatically updating contact information collected by the AI Assistant
- 102% revenue during the pandemic
- 163% revenue post-shutdown
- 3.1-to-1 ROI

LA Galaxy are among the most popular American soccer teams, so they have a dedicated fan base, but that doesn't mean that the Sales and Marketing teams don't have their work cut out for them. When it comes to ticket sales, it is essential to engage fans in a timely manner. The Sports and Entertainment industry is incredibly competitive, and with rival teams existing just 12 miles away from Dignity Health Sports Park, every advantage is needed.

Even though the team has a global fanbase, the Marketing and Sales teams focus their efforts on reaching out and converting people in the Los Angeles area to become season ticket holders. Considering the fact that the majority of season ticket holders live in and around the team's immediate area, these are the people who are much more easily converted from occasional visitors to regular attendees of the games. Los Angeles is the second-largest city in the US and this gives the Database Marketing team a large pool of potential converts to becoming ticket holders.

Looking to improve their sales outreach, LA Galaxy leveraged Conversica AI Assistant for Conversational Sales.

From Gathering Contact Information to Bridging Gaps, How Conversational AI Improved Outreach Efforts

With the small team, Aline Mardelli (Senior Manager of Ticket Sales) knew that they were missing out on opportunities. Group leads didn't have all of the necessary information for Account Executives, with basic information such as phone numbers missing. Even when Salespeople had contacts' email addresses, Account Executives simply didn't have enough time to effectively reach out to prospects at scale.

“We wanted to tap into a lead pool that our Account Executives were not getting to, whether it was because of bandwidth or that we didn't have the necessary contact information to do so. We have been utilizing Conversica to reach out to fans that we may have been overlooking in the past.”

Aline Mardelli
Senior Manager of Ticket Sales

Conversational Marketing Skills



GENERATE
Interest



CULTIVATE
Early Interest

Conversational Sales Skills



ENGAGE
Demand



ACCELERATE
Open Opportunities



WIN BACK
Former Customers

Trying to find other contact information is incredibly time-intensive labor. Aline and her team began to explore possible database email solutions that would make it easier to start filling in the missing data.

Conversica offered just that—an out-of-the-box solution to collect and validate user contact information while also pursuing and qualifying leads at scale. After the initial implementation, the AI Assistant was able to confirm phone numbers through Conversica campaigns. The LA Galaxy were able to begin a more robust outreach campaign, contacting people who might not otherwise have expressed any further interest in purchasing tickets.

With the introduction of the Conversica AI Assistant “Victoria Campos” in 2019, the team was able to generate sales from leads who would otherwise have gone uncontacted, including some people who had previously been unresponsive. Sometimes what people want is merchandise and other things that the LA Galaxy have on sale. Victoria provides a much more personalized touch when replying to these kinds of inquiries. It can create a much more favorable impression that helps fans stay engaged. Victoria even helps people buy tickets away from home, that way the team can still be supported when playing out of town.

The team has also experienced improved relationships within Sales as well as an increase in employee satisfaction. People join Sales teams because they enjoy the human interaction, and Conversica has made that easier. Instead of having to dedicate a lot of time to tracking down contact information, the teams are able to focus on actually reaching out and talking to contacts. This has helped to boost morale even during a time when things got to be really difficult.

The Pandemic – An Unexpected Wrench and An Unexpected Opportunity

When the pandemic hit in 2020, no one was prepared. The Sports and Entertainment industry was particularly hit hard because it relied on people gathering together. Suddenly, all of the plans for the season—and recently simplified approach to reaching out to potential season ticket holders—were quashed.

Consequently, the LA Galaxy found another way to engage their audience: camps and clinics, which they had not previously promoted through their AI Assistant. As people had to work from home, the LA Galaxy offered prospects a way for their children to participate in safe outdoor soccer camps while many organized activities were still suspended. Their Conversica AI Assistant helped get the word out in a personalized and scalable manner. The camps helped to give people and their children a reason and reminder to go outside and run, even if they weren't able to engage in person. As a result, the camps and clinic campaigns performed remarkably well. Instead of focusing just on ticket sales, the LA Galaxy were able to expand their use of Conversica to other revenue-generating programs that fans were eager to engage with.

“Our Conversica campaigns have made a great impact on our revenue and have also helped us collect data on clients. We are also able to use Victoria to help fans with answering customer service questions in a more streamlined way.”

Aline Mardelli

Senior Manager of Ticket Sales



That is one of the first steps toward making conversions.

By the end of the first year, the LA Galaxy saw an improvement in sales, an impressive feat considering the pandemic had been occurring a large part of that time. Perhaps one of the biggest benefits was that LA Galaxy was able to continue to engage with their fans and audience. They were also able to develop a lead pool for when games resumed.

The LA Galaxy are already seeing strong progress for the years ahead. In fact, their AI Assistant is already seeing a 3.1-to-1 ROI return on investment as fans come back to the stadium.

“Year one for us was during the pandemic, and even still, we were able to recover our spend. So far for year two, we’re at 163% and we have our 2022 launch coming up. We shared with our Customer Success Manager that we are aiming for a 4-to-1 return in year two.”

Aline Mardelli

Senior Manager of Ticket Sales

About Conversica

Conversica is the leading provider of Conversational AI solutions that help enterprise marketing, sales, customer success, and finance teams attract, acquire and grow customers at scale across the customer revenue lifecycle. Conversica AI Assistants serve as digital team members and autonomously engage contacts, prospects, customers, or partners in human-like, two-way interactions at scale to drive towards the next best action, whether that’s scheduling a sales meeting, gauging interest to buy additional products or services, or politely but persistently collecting overdue payments.

Processing over a billion interactions, the Conversica Conversational AI platform integrates natural language processing (NLU & NLG), decision & policy management, business process automation and deep learning capabilities to drive customer engagement across multiple digital communication channels and languages. The Conversica platform supports over 50 integrations into the most popular MAP and CRM platforms and offers an open API for custom integration.

To learn more, visit conversica.com and follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).