

The Modernization of Ticketing at Alabama A&M University

Case Study



12%

increase in ticket sales compared to the previous year

Over

\$300,000

in total ticket sales during the homecoming season.

Objectives

Enter Hometown. The ticketing department's primary goal at Alabama A&M is to simplify, streamline and modernize the ticketing process, making it easier and more efficient for fans and for their event staff. Smothers believes that if the process is easier for fans, then the department is succeeding.

Challenges

Prior to partnering with Hometown, the ticketing system at Alabama A&M relied heavily on traditional methods, predominantly paper tickets and cash sales. This approach was not only cumbersome but also time-consuming and inconsistent, leading to long lines on game days and potential ticket loss for fans – amongst other operational risks. As many event organizers and athletic administrators know, there is a complex ecosystem that needs to be facilitated in order to host a seamless event experience for both staff and spectators alike.

Introduction

Roderick Smothers, the Assistant Athletic Director for Ticketing at Alabama A&M University, has made significant strides in modernizing the ticketing process for athletic events with Hometown. In his second year in this role, Roderick draws from a diverse background in student housing and relationship management to enhance the event experience for fans and to streamline operations for staff.

“Hometown provides us with simple and effective solutions to both everyday challenges and complex problems, and helps us keep everything running smoothly.”

Roderick Smothers

Assistant Athletic Director for Ticketing at Alabama A&M

Strategies Implemented

Digital Transformation

Transitioned from a paper-based system to a fully digital platform with Hometown.

- Enabled fans to purchase tickets online in advance, reducing manual paperwork and improving reconciliation processes.

Enhanced User Experience

Focused on simplifying the ticket acquisition process, allowing fans to quickly access tickets on their smartphones with no login required.

- Implemented features such as digital scanning for easy entry, minimizing gate congestion on game days.

Broad Adoption & Integration

Extended the digital ticketing system beyond athletic events to include popular student activities like concerts, comedy shows, and homecoming – promoting a consistent event experience for students and the surrounding community.

Broad Adoption & Integration

Collaborated with the athletic communications team to disseminate information about online ticket purchasing via press releases and social media (Instagram, Twitter, TikTok)

Ensured clear directions for fans to avoid confusion with third-party ticket vendors.

Results

Increased Revenue

Roderick reported a 20% increase in ticket sales compared to the previous year, reaching over \$300,000 in total ticket sales during the homecoming season.

Real-Time Analytics

Hometown allows Roderick and his team to monitor ticket sales in real-time, enabling adjustments and comparisons on a daily basis leading up to events. These insights also help with more precise capacity planning and resource allocation for all events across all locations.

Customer Support and Feedback

The digital system has led to smoother traffic flow on game days, reducing long lines and wait times for entry. Fans appreciate the convenience of having tickets on their mobile devices and on the Hometown Fan App, with features like self-check-in and saved tickets, ensuring they never lose a ticket.

Improved Fan Experience

Roderick emphasizes the importance of responsive customer service, noting that quick solutions to issues are crucial for maintaining a positive relationship with fans and ensuring smooth operations.

Summary

Roderick Smothers' efforts in partnering with Hometown to modernize ticketing at Alabama A&M have proven successful, not only in increasing sales and operational efficiencies, but also in enhancing the overall fan experience. His approach demonstrates the value of leveraging technology to simplify processes and improve communication, ultimately fostering a more engaged and satisfied fan base. Roderick plans to continue building on these initiatives, ensuring that Alabama A&M remains a leader in athletic ticketing solutions powered by Hometown.