



## Cedar Fair Keeps Sales Growth on Track with CRM and Velosio

### The Challenge

As a publicly traded company, the VP of Group Sales needed visibility into the sales pipeline to better predict future sales and drive the team to achieve growth targets. The need for analytics to target specific market segments or geographies meant they needed to get serious about using a CRM system for sales and marketing.

### The Solution

Microsoft Dynamics CRM was implemented across the 11 parks to automate and standardize the lead generation and sales process. Data capturing activity was simplified for quick entry. Tight email integration helps the sales reps become more efficient. A two-way integration between Microsoft Dynamics CRM and Cedar Fair's Advanced Ticketing (POS) System was added to eliminate redundant data entry and increase selling time for the reps.

### The Results

Increased efficiency allows more time for sales people to establish and enhance relationships to increase sales from new and existing customers; Better management visibility into sales pipeline; Enables automated marketing campaigns.

### Client Overview



Cedar Fair Entertainment Company (NYSE: "FUN"), one of the largest regional amusement-resort operators in the world, is a publicly traded partnership headquartered in Sandusky, Ohio. Focused on its mission to become "THE place to be for FUN," the Company owns and operates 11 amusement parks, two outdoor water parks, one indoor water park and four hotels. It also operates an additional theme park under a management contract. Its parks are located in Ohio, California, North Carolina, South Carolina, Virginia, Pennsylvania, Minnesota, Missouri, Michigan and Toronto, Ontario.

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