



# CUSTOMER SUCCESS BAKU 2015 EUROPEAN GAMES OPERATIONS COMMITTEE

The first ever European Olympic Games wins gold with a digital athlete community, seamless volunteer management and global social media monitoring

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SUCCESS**  
BAKU 2015  
EUROPEAN  
GAMES  
OPERATIONS  
COMMITTEE



**Six thousand athletes, 16,000 volunteers, 4,000 coaches and 600,000 tickets sold. Welcome to the first ever European Olympic Games. To make the Games a success, the Baku 2015 European Games Olympic Committee (BEGOC) needed to bring together all these different stakeholders.**

“Teamwork is key to success in both business and sport,” explains Charles-Henry Contamine, Head of Social and Digital Marketing at BEGOC. “Salesforce helped keep everyone communicating and collaborating to deliver a successful Games – from the starting blocks to the podium.”

The volunteers were essential to the smooth running of the Games, which took place in Baku, Azerbaijan in June 2015. As Contamine confirms: “More than 34,000 people signed up to help with a variety of tasks during the Games – from greeting visitors and manning the call centre to fetching balls and reporting lost property. We were only operating for a short period, so we needed an easy and cost-effective way of communicating with the 16,000 volunteers as well as employees and partners.”

Thanks to Service Cloud, BEGOC was able to answer volunteers’ queries about rosters, duties and reporting any issues, tracking each one through to closure. “The 45-strong call centre team handled more than 35,000 cases in the run-up to and during the Games, with an average resolution time of just 17 hours,” says Pennie Brinsden, Senior Manager for Enterprise and FA Applications Technology at BEGOC.







#### Products used by BEGOC

- › Service Cloud
- › Community Cloud
- › Radian6

Service Cloud's knowledge base was used to decrease the response times for email cases by making the most frequently asked questions available for volunteers at the click of a button.

#### The inside track

BEGOC also wanted to take a radically different approach to communicating with athletes during the event. "We wanted to move away from printing and distributing newsletters every day throughout the Games," says Contamine. "Using Community Cloud, we created an online community for 6,000 athletes from 50 nations."

The iVillage platform provided updates on the latest social events and news, such as

when local bands were performing in the Olympic village, competitions for most social team and a place to share photos and videos. Users and committee members also had the ability to set up their own groups on the platform.

*"With Salesforce we were  
always on the winning team."*

Charles-Henry Contamine,  
Head of Social and  
Digital Marketing

"As well as encouraging collaboration, the iVillage platform eliminated the cost and complexity of producing daily newsletters," comments Contamine.

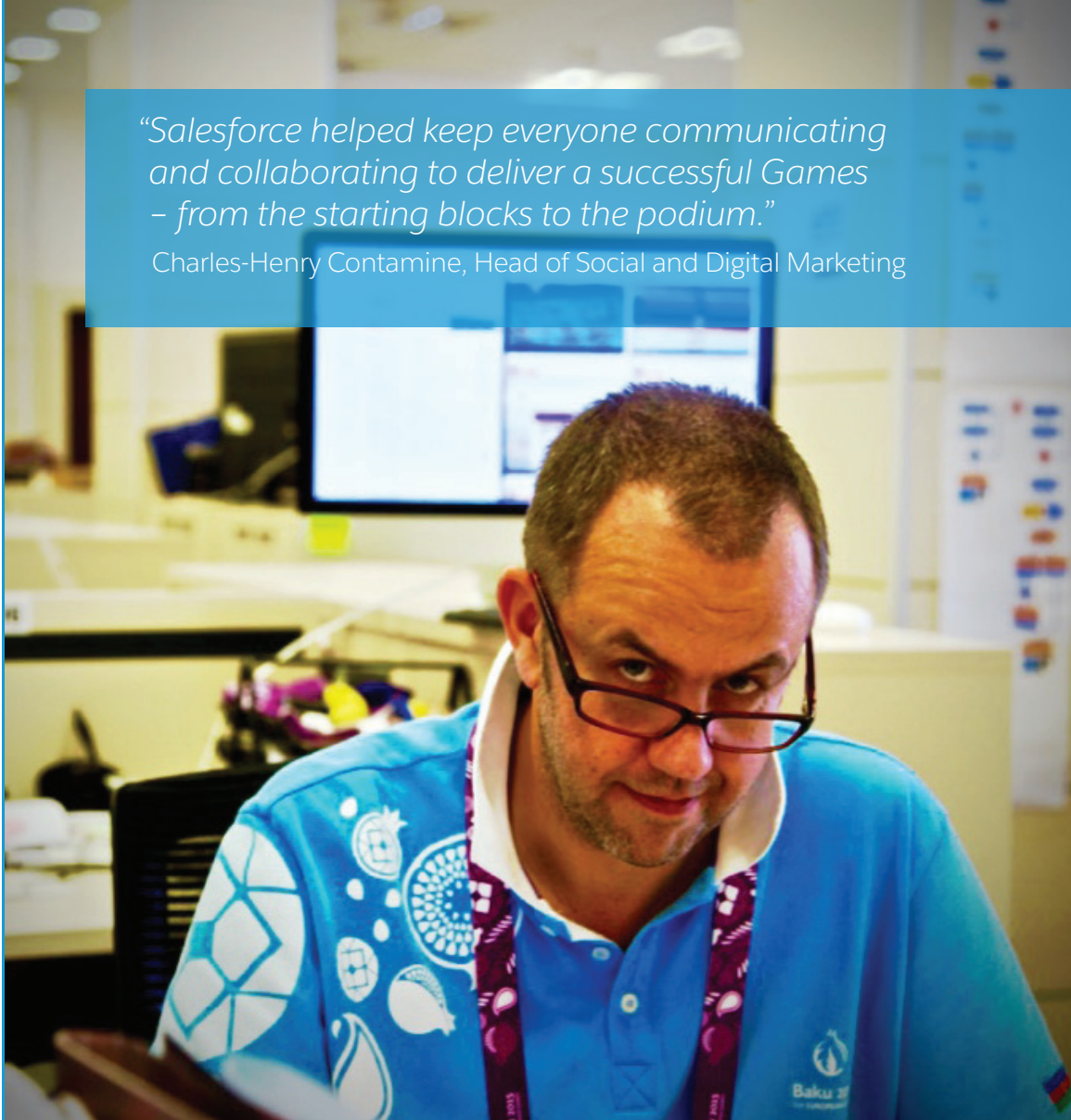


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**A winning combination**

With any high-profile event comes a wave of social media activity. To help monitor perception of the games, BEGOC used social listening tool Radian6, part of Marketing Cloud.

"There were around 430,500 posts with the hashtag 'baku2015' while the games were live," confirms Contamine. "With Radian6, we had visibility of our most popular posts and could generate reports to track our outreach across Europe and beyond."



**Processes supported at BEGOC**

- › Case management
- › Contact centre management
- › User collaboration
- › Social listening

The Salesforce solutions were implemented by BEGOC's IT partner Nubessom Consulting. Agility and usability were key factors for selecting Salesforce. As Brinsden confirms: "We needed a solution that could be deployed quickly and with minimal training. Salesforce fitted the bill perfectly."

With more than 68,000 people enjoying the closing ceremony inside the Olympic stadium and 844 medals awarded, the Games proved a great success and a great example for future events to follow.

"With Salesforce and Nubessom, we were able to ensure everyone had a good experience at the Games, from the spectators and the athletes to employees and committee personnel," comments Brinsden.



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### About BEGOC and the European Olympic Games

The European Olympic Games came into life at the General Assembly of the European Olympic Committees in 2012, and the honour of hosting the first event was awarded to Azerbaijan's capital and largest city, Baku. The multi-sport event draws athletes from all 50 of the National Olympic Committees in Europe to

participate in 20 different sports every four years. The Baku 2015 European Games Operations Committee, known as BEGOC, was established to oversee the running of the games and has high profile board members including the First Lady of Azerbaijan Mehriban Aliyeva, the Minister of Youth and Sport, Azad Rahimov, and one of the UK's most experienced sports businessmen and leaders, Simon Clegg.



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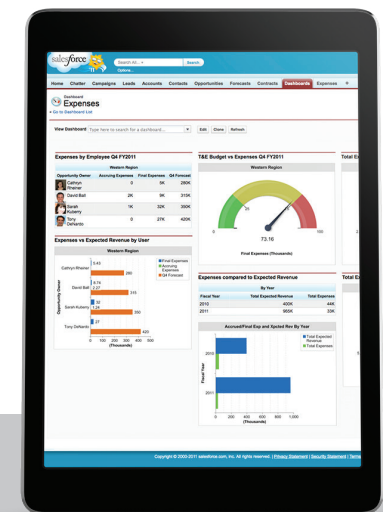
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## About Salesforce

Founded in 1999, Salesforce, the Customer Success Platform and the world's #1 CRM company, empowers companies to connect with their customers in a whole new way. Based on a foundation of cloud, social, mobile and data science technologies, the Salesforce Customer Success Platform is unique in the industry. It allows companies to grow sales faster, deliver customer service everywhere, create 1:1 marketing journeys, engage with customers in interactive communities, deliver analytics for every business user and create custom apps that run on any device.







**THE CUSTOMER SUCCESS PLATFORM**  
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