

You'll never talk alone



WEST Lancashire company Strand Technology has teamed up with Liverpool Football Club to develop an innovative way for fans to keep in touch.

The new software system will enable ticket updates and offers to be automatically e-mailed directly to fans where appropriate - and even by text message to their mobile phones.

TeamNotes effectively integrates, databases, from the ticket sales database and information held on club merchandise sales, to corporate supporters, loyalty cards, club lottery and Internet fan databases.

Integrating all this data will mean more effective management of information - reducing duplicate records, eliminating out-of-date information and avoiding the sending out of duplicated material.

The software also provides other services such as the interface with e-mail and texting services,

providing information on ticket availability and special offers to be communicated to fans instantaneously.

Graham Phillips, managing director of Strand Technology based in Skelmersdale, said: "We saw the opportunity to develop the software some years ago and our work with Liverpool FC has resulted in the TeamNotes package, which enables clubs to interact more closely with their fan base."

"Other clubs are now showing an interest and we hope to see several leading clubs using TeamNotes during this year."

Ken Webster, Liverpool FC's head of information technology, said: "This will enable us to communicate more effectively with our fans and also ensure the information we hold and the enquiries and comments we receive from them are properly dealt with."

□ Alex Boa from Strand Technology is pictured with Ken Webster, head of IT at Liverpool FC.