

# TELEMAGIC®

REAL WORLD SUCCESS STORIES

## The Austin Ice Bats Ticket Sales Skate Circles Around their Competition with TeleMagic.

The Austin Ice Bats, a professional hockey team located in Austin, TX, organized and streamlined their office operations by utilizing TeleMagic Enterprise for Windows. In one recent month, the ticket sales staff made over 4,940 outbound sales calls and 140 face-to-face meetings with company decision makers through their use of TeleMagic.

The Austin Ice Bats have led the 18 franchise Western Professional Hockey League teams in ticket revenue category each of their first three seasons, including sales in excess of \$1.5 million per year. The Austin Ice Bats received the two top ticket sales awards at the 1999 WPHL spring meeting in Phoenix, capturing the Highest Ticket Revenue Award and the Highest Group Sales Award.

Warren Stephens, Director of Ticket Sales, had been with a hockey team in Cincinnati that used TeleMagic. He felt that TeleMagic would be the solution for organizing the Ice Bats' ticket sales department. Stephens needed a recall button to set a time to do call backs, and a filtering feature that would select a single group or groups of clients. In stepped David Ayers of Business Automation Consultants, a TeleMagic Master VAR, that helped the Austin Ice Bats design their TeleMagic system.



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that allows the Ice Bats to create orders and track payments with only a few keystrokes,” stated David Ayers, President and CEO of Business Automation Consultants. “Without the complete customization capabilities of TeleMagic, it would have been difficult, if not impossible, to accomplish the requirements of the Ice Bats.”

“TeleMagic has allowed me the freedom to keep precise records of my own personal accounts without the risk of working on the same account as a fellow sales representative,” says Alex Ramati, Account Executive of the Austin Ice Bats. “Everything is as simple as the touch of a button, and it’s easy to consistently keep records

updated. The best feature for me is the on-screen notepad which allows me to see exactly how much correspondence has been exchanged between the client and myself. TeleMagic is a sales person’s best friend.”

In addition to their ticket sales, the Austin Ice Bats have expanded the use of TeleMagic into the 1999-2000 season Student Achievement Program. The result has been a growth in participating schools from 50 to 250. “TeleMagic has made the transition easy and efficient due to its ability to track notes on each school, filter out schools in a specific district, and create mail merge letters,” says Marie Veddar, Assistant Box Office Manager.

The Austin Ice Bats are steadily increasing their customer database of 14,000. Their Public Relations Department now uses TeleMagic Enterprise to track all their PR contact information, schedule recalls, and track notes. Stephens explains, “TeleMagic is an important tool to our day-to-day activities. If we didn’t have TeleMagic to keep up with our client database, we would have to rely on manual lists. I knew the value of TeleMagic and it was an absolute necessity for the Ice Bats.”

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