

HOW MISSION RIDGE RANGE OPTIMIZED OPERATIONS AND MEMBER ACQUISITION WITH KMS

Salesforce

Customer360

Sales Cloud

Service Cloud

Marketing Cloud



Mission Ridge Range & Academy (MRRRA) is a premiere shooting sports venue with locations in San Antonio and Plano. MRRRA's primary goal is to safely 'Advance the Sport' of shooting, whether it be firearms or archery, in every aspect.

25+% Increase in online signup

15+% Increase in training engagements

40+% Increase in operational efficiency

10+% Increase in campaign effectiveness

Challenges:

- The existing website lacked mobile responsiveness and user-friendly content management tools, hindering marketing efforts
- Training courses existed, but with no centralized platform, tracking member progress and managing classes proved difficult
- The online member sign-up process was not user friendly, creating a hurdle for new member acquisition
- Without a unified platform, communication with members about courses, promotions, and updates lacked cohesion



KMS's Salesforce magic and user-friendly website design revolutionized the member experience at MRRRA. Our members now enjoy a seamless experience, while we've gained operational efficiency and marketing muscle. This partnership is truly transformative, allowing us to 'Advance the Sport' on all fronts.

— Mike Gilley, CEO

KMS Impacts:



Created a new mobile friendly website design with highly customized admin tools as well as analytics and membership conversion tracking.



Designed a training platform with gamification to increase member engagement.



Created a streamlined membership sign up process with DocuSign and marketing automations to enhance the onboarding experience.



Implemented Customer 360 and integrated with the website to achieve a more streamlined and personalized customer experience.

salesforce Clouds:



Sales



Marketing



Service

Other Technologies Used:

DocuSign

