



# Victoria Racing Club (VRC) *Data Strategy*



## Challenge

To have a better understanding of their customers, see how they interact with the club, improve customer experience, and address customer dissatisfaction and missed opportunities, the Victoria Racing Club needed a single source of truth and a single member view across whole of club.



## Approach

Oakton conducted a whole of club assessment as to how VRC manages its customer data, people, processes, technology, systems and governance. A data strategy and a roadmap was created which assessed current state and defined a future state based on the VRC vision of single source of truth and single customer view.



## Results

VRC now has a clear roadmap and plan of action on how to achieve its vision through the incremental execution of a number of initiatives. Since the data strategy completion, VRC has implemented a data integration platform and delivered a number of roadmap initiatives that provide its' staff with deeper customer insights and analysis.