

Web Services Case Study

BUILDING BUSINESS MOMENTUM

About PRCA

Based in Colorado Springs, PRCA is the largest & oldest rodeo governing body in the world. ProRodeo manages 600+ rodeos a year and thousands of members.

About Palazzo

Since 1995, Palazzo has helped 135+ companies build business momentum.

Specializing in software solutions and consulting for:

- Construction
- Engineering
- Professional Services
- Real Estate



The Business Challenges

- Eligibility process for rodeo entry manual process
- Rodeo contestants must be financially eligible and have paid all fees and fines from previous rodeos
- Overflowing phone calls from contestants to check eligibility, check amounts owed, advise of payments made, and re-check eligibility
- Long wait times
- Missed entry deadlines resulting in missed fees

The Solution

- Implement self service solution via www.prorodeo.com
- Utilize Web Services to build real time integration between EnterpriseOne – Online Application – Credit Card Processor (Authorize.net)

The Results

- Ease of Use achieved increase in satisfaction of members
- Improved timeliness of fees and fines collected
- Reduction of phone calls and wait times.

Initial 11 weeks of rollout

- 83 customers performed 213 transactions
- Over \$86,000 collected with an average of \$404 per transaction
- 10.65 hours of productivity restored

