

## Rams launch customer care campaign

(August 2009)

This season Derby County are launching a new Customer Care campaign. The aim of the campaign is to eradicate anti-social behaviour from around the ground. The club have put in place a text messaging facility specifically for match days where supporters can report inappropriate behaviour via text directly through to the control room staff at the stadium.

The message is received within a minute of sending and allows staff to monitor the behaviour of any individual and take what action is deemed appropriate

This facility will cost the same as your standard text message and allows supporters to report this behaviour in confidence. To send a message, please start with the key word DCFC to 60070 providing as much information as possible including the stand, row and seat numbers and names/descriptions where possible.

