

Digitally engineering the ultimate fan experience for a renowned sports club

HCLTech leverages digital transformation
and analytics to deliver an award-winning digital platform

A renowned UK-based sports club wanted to create the ultimate fan experience. HCLTech worked closely with the club to deliver this by digitally connecting the enterprise brand across all touchpoints, integrating over 23 platforms and services and putting fans at the heart of the digital transformation.

The Challenge:

Overcoming obstacles to reaching a 1 billion fan base

The club had a vision of connecting to 659 million fans, with the goal of reaching 1 billion. However, this vision was held up by a legacy digital landscape dispersed over disconnected platforms, services, channels and experiences. The club needed to drive greater fan engagement through a richer, more

personalized, fan-centric and best-in-class digital experience. There was also an urgent need to leverage data, statistics, business logic and processes across channels to increase customer conversion through media, merchandising, membership, B2B sponsorships and other partnerships.

The Objective:

Building a strategic digital technology partnership to create next-gen fan experiences

The club was looking for a technology partner that demonstrated tenacity for digital transformation and analytics, as well as a vision for the ultimate fan experience to help the club:

Connect multiple platforms, services and channels together in a single enterprise eco system that is fast, stable, intelligent and powerful

Engage with fans around the world on owned platforms through human-centered, designed interactions and innovative storytelling methods

Learn fans' preferences, their brand affinity and conversion likelihood

Increase customer conversions through registrations, memberships, subscriptions and merchandise sales

The Solution:

Developing a platform for a rich and innovative fan-centric experience

Fans wanted a single destination where live scores, news, match updates, offers and information could be accessed faster than anywhere else. Understanding fan expectations

as well as those of the club, HCLTech developed a holistic plan for digital transformation that focused on:



Content creation and management



360-degree view of the customer/fan



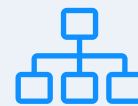
Sponsorships and revenue opportunities



Brand enhancement



Asset management
(videos/images/docs—
from production through
to consumption)



New SOPs and workflows



A team of digital experts ensured that all 25 touch points seamlessly communicated with each other via a new digital platform. The platform was comprised of 17 sub-platforms that enabled 40+ front-end UX

features and delivered 1,102 business requirements. It brought together 17 vendors and 8 vendor partners to deliver the overall solution and strategy for success.



The Impact:

Delivering outcomes beyond the matchday experience

Through mobile, desktop, social media and email, the new platform elevated the fan experience across channels. The mobile app received the ISG Paragon Awards™ EMEA UK Business Award for Innovation, registering 8+ million downloads (on iOS and Android) worldwide across 240 countries. It typically has 400K daily visits with 800K visitors on matchday. HCLTech has helped the club successfully exceed its target of 1 billion fans and followers.

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