

# The ultimate fan experience

for a renowned sports team



## Client description

Our client is a renowned UK-based football club with over 120+ years of rich heritage, having bagged 50+ trophies and 20+ English league titles. The victories have led the company to develop one of the world's leading sports brands and a global community of around a billion fans and followers.

## Objectives

Digitally connect an enterprise football brand across all touchpoints and integrate over 23 platforms and services to deliver a world-class experience, putting the fans at the heart of the digital transformation.

## The business challenges

# 1

### Disconnected

Platforms, services, channels, and experiences across a historically dispersed legacy digital landscape

# 2

### Reach

An untapped global fan base with a desire to connect to 659 million fans and reach a target of 1 billion

# 3

### Engagement

Drive greater fan engagement through a richer, more personalized, fan-centric connected, and best-in-class digital football experience

# 4

### Conversion

Increase customer conversion through media, merchandising, membership, and B2B sponsorship and partnerships

# Opportunities



## Reconnect

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

## Connect

with fans around the world in innovative ways to further strengthen and grow the commercial revenues

## Re-engage

with the fans around the world, using human-centered techniques to gather insights, trends, and desires through research, interviews, analytics, and data points

## Convert

data, statistics, business logic, and processes across channels to increase customer satisfaction through brand, merchandising, and data

## Overall solution and strategy for success

### Matchday experience- the ultimate destination for the fans

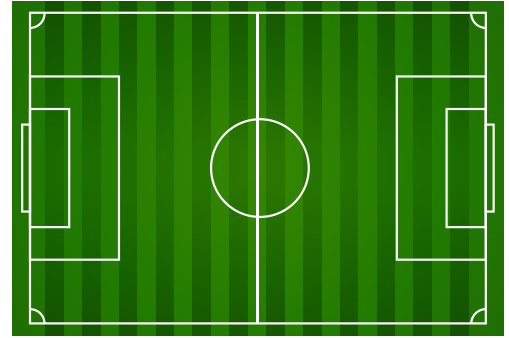
Fans wanted a single destination where live scores, news, match updates, offers, and information can be accessed faster than anywhere else.

Success came from connecting a diverse eco-system of software, products, services, and data, through a rich and innovative fan-centric experience faster and better than anyone else.

# A solution that starts with the fans

## Technical approach

- 40+ front end UX features
- 1,102 business requirements delivered for phase 1
- 17 components (sub-platforms) within the overall platform
- 17 vendors and 8 vendor partners
- All 25 touch points needed to seamlessly communicate with each other



## For the fans

- Match day
- News
- Loyalty / Gamification
- Social / Community
- Club information
- E-Commerce



## Via these Channels

- Mobile app
- Desktop / Laptop
- Social
- Notification
- Mail



## For the club

- Content creation and management
- Fan 360° view
- Data collection
- Sponsorships and revenue opportunities
- Brand enhancement



## Via these tools

- Ad serving
- Analytics
- Single sign on



# Business impact



**4.8** out of 5 rating  
on the app store



**400k** typical  
daily visits



**1.2** billion  
online fans



**2.5mn** official  
downloads worldwide  
across 240 countries



**Award-winning App**  
ISG Paragon Awards™ EMEA  
UK Business Award for Innovation



**800k** visitors  
to the app on  
match day



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