

Enabling the ultimate experience for Manchester United fans

Creating the ultimate fan experience by digitally connecting one of the world's largest football clubs across all touchpoints to deliver a world class experience that put fans at the heart of the transformation.

Manchester United and HCL came together to deliver a digital fan experience which met the high standards of the iconic brand. The result being the most engaging, highly rated and multi award-winning solution delivering an unrivalled experience for the Manchester United fans and a leading-edge marketing platform.



The Challenge

Traditionally, consumers of sports use multiple websites and channels to keep up to date with important information, such as scores, team news, player information, and more. Manchester United's vision was to provide a single destination that could deliver transformational fan experiences at scale, securely, accessible and faster than ever before. Embedding a foundational component of their digital transformation journey.

- 1 How to connect the club closer to its 659 million fans and followers around the world
- 2 How to drive greater fan engagement through a richer, more personalized, fan centric-connected best in class digital football experience

The Transformation

The Official Manchester United app was created as the ultimate destination and deliver on their vision for their fans. Technology and the orchestration of all platforms coming together in one single environment enabled this to happen. HCL pulled in digital planning and strategy, customer experience strategy and experience design, business process optimization, and agile delivery from our core service offerings, all aligned around a pivotal digital transformation project for Manchester United. The effort involved HCL team members all around the world to create a solution that started with the fans.

Connected multiple platforms, services and channels together into one single enterprise ecosystem creating a network of platforms that is fast, secure, scalable, resilient, intelligent and powerful

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

Gamification through data gave the fans a new way of experiencing, engaging and following the game in real-time

Looked at data, statistics, business logic and processes across omni channels to convert customer satisfaction through brand, merchandising and data Brand and marketing consolidation across all services, media, channels and touch points to make go to market more seamless and data and engagement more transparent

The Impact

Success for Manchester United came from connecting a diverse ecosystem of software, products, services, and data together delivered through a rich and innovative fan-centric experience faster and better than anyone else. Their strategic vision to put the fan at the center of their IT transformation paid off. More importantly, they created a connected digital experience — creating with new revenue opportunities and a clear understanding of how they are engaging with their fans.



1.1 billion fans and followers worldwide



4.8 out of 5 App Store rating



Award Winning

ISG Paragon Awards, EMEA; UK Business Award for Innovation

