

Enabling the ultimate fan experience for a popular sports club

Revolutionizing football engagement globally for connected fans and iconic experiences



Our client is one of the world's largest and richest football clubs. They wanted to create the ultimate fan experience by digitally connecting across all touchpoints. The transformation aimed to put fans at the heart of the process, providing a single destination for an unrivalled digital experience. HCLTech's solution involved connecting multiple platforms, gathering fan insights, employing gamification, and consolidating brand and marketing efforts. The success of the project resulted in increased fan engagement, revenue opportunities and a deeper understanding of fan interactions.

The Objective:

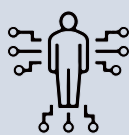
Revolutionizing fan engagement through digital transformation

HCLTech's objectives were aligned with the client's vision for their fans:



Connected ecosystem:

Create a network of platforms that delivers a rich, innovative, and fan-centric experience, connecting various software, products, services, and data.



Human-centered engagement:

Utilizing human-centered techniques to engage with fans worldwide, gathering insights and feedback to enrich the fan experience.



Gamification and real-time engagement:

Introducing gamification elements that allow fans to experience, engage, and follow the game in real-time, further enhancing fan interaction.



Brand and marketing optimization:

Streamline brand and marketing efforts across all services, media, channels, and touchpoints to enhance go-to-market strategies and improve data transparency and engagement.

The Challenge:

Putting fans at the core and creating a single point of engagement



The client sought to connect more closely with their vast global fan base of 659 million followers. The challenge was to deliver a comprehensive and personalized fan-centric digital experience, uniting scores, team news, player information, and more within a single platform. The goal was to drive greater fan engagement, making the brand more accessible, engaging, and faster, all while ensuring security and scalability.

The Solution:

Orchestrating Fan-Centric Innovation

HCLTech's comprehensive solution involves a combination of digital planning, customer experience strategy, experience design, business process optimization, and agile delivery. Key elements of the solution included:

- **Single Destination:** Creating an official app for the client as the ultimate destination for fans to access all relevant football information and experiences in one place.
- **Connected Ecosystem:** Integrating multiple products, data, platforms, and channels into a seamless enterprise ecosystem, providing a fast, secure, scalable, resilient, intelligent, and powerful network.
- **Human-Centered Engagement:** Gathering insights, trends, and desires of fans worldwide through research, interviews, analytics, and data points, driving fan engagement using gamification techniques.
- **Brand and Marketing Consolidation:** Leveraging data, statistics, and business logic across all channels to optimize brand and marketing strategies, creating a seamless and transparent engagement process.

The Impact:

Empowering a new era of fan-centric engagement processes

The success of the digital transformation project had a profound impact on the client's fan engagement and revenue opportunities

Enhanced fan engagement:

The connected digital experience revolutionized fan interactions, fostering deeper engagement and loyalty to the iconic football club.

New revenue opportunities:

The innovative fan-centric platform created new revenue streams and expanded the club's commercial potential.

Insights and analytics:

The project provided valuable insights into fan behavior and preferences, enabling the client to tailor their offerings and marketing strategies more effectively.

The most notable achievements are: _____

Fans and followers

On boarded **1.1 billion fans and followers** worldwide,

Awards & recognitions

1. Won **ISG Paragon Award, EMEA** 2. Won **UK Business Award for Innovation**

App store rating

Received **4.8 out of 5** app store rating