

A Leading Cricket Board Boosts Fan Engagement with Digital Experience, Reaching 1M App Downloads



Overview

The client, a cricket board of one of the globally leading teams, wanted to move away from a traditional fan engagement model, towards a more integrated approach which enabled a personalized fan experience for its humongous fan base across the world. Tech Mahindra's sports tech vertical worked with the client to design, build, operate, maintain, and host the client's website and mobile apps along with a fully dedicated future-proof content management system. We have also developed and maintained the stats engine and application that provides match information like live text commentary along with scorecards, player stats, and team stats.

Client Background and Challenge

Being one of the leading cricket boards in the world, the client has 100s of millions of viewers for each series. Their biggest opportunity was to set up and manage digital engagement, which was fast emerging as the primary engagement platform for fans.

However, delivering and managing the digital estate for a global sports body like itself was challenging and complex due to the sheer enormity of the fan base. The board wanted to give its fans a direct, seamless, and personalized fan experience, to improve fan participation/engagement and boost loyalty. The key ingredient was to bring a powerful digital platform and best-in-breed partner ecosystem to deliver its digital properties – the website and mobile apps.

With its digital properties, it aimed to:

- Create a direct connect with fans – by use of websites and mobile apps
- Generate fan participation across the globe
- Create a relationship between fans and players
- Be at the cutting edge of sports/ tournament websites offering an experience in keeping with the client's premium status

In addition to the digital properties, the board's vision was to develop an electronic database to provide data about all matches, players, administrators, umpires, etc. under its aegis. While this would provide fans to experience domestic and international cricket, it required a seamless integration between the various systems, and data and content needed to be migrated to a state-of-the-art infra-architecture and application.

Our Approach and Solution

Discovery and Findings: As part of the discovery phase, Tech Mahindra's sports tech team performed a detailed audit of the client's digital engagement state and identified the gaps in user experiences across the website and mobile apps. Along with competitor analysis and feasibility assessment of potential interventions, we designed and developed the website and mobile app.

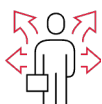
At the backend, we provisioned a fully dedicated future-proof content management system that enables the client's staff to capture, post, syndicate, upload, manage, store, archive, and deliver content to the official website and integrate with the wider digital media services

such as the official mobile apps and official social platforms. The development and integration of the front end, with the content management system, was done through APIs in an agile manner.

We migrated all existing data and content on digital properties related to all series and tournaments, to the new solution and delivered a centralized database and workflows for player registrations, matches, officials, scoring etc. We also built stats engine and match center application to provide match information such as live match content (videos/ articles); live match scorecards, ball-by-ball match text commentary, fan polls, player statistics, team statistics, tournament statistics, and more.

Business and Community Impact

Tech Mahindra's sports tech team has been a key partner for the client's digital transformation for over two years now. Some of the business impacts of this engagement are as follows:



Created a direct connection between the board and fans by leveraging websites and mobile apps



More than 1 million downloads of the apps



Implemented the centralized database application to streamline operations



Round-the-year availability of scores, stats, graphical analysis, and scorecards both live and archived for consumption by the cricket fans

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