Digital Transformation

Elements of digital transformation

Our sport sector observations...

Customer/Member Experience

e.g. Improving engagement through digital services
    Knowing your audience with data-driven intelligence
    Launching new services & products to align with demand
    Building loyalty through quality engagement

'Understanding audiences' - One organisation work with recently used the online registration form for one of its tournaments to collect a range of data on entrants prior to the competition. This included everything from the brands of equipment they use, through to sizes of clothing. All of this intelligence was then used throughout the competition to tailor the event experience.

Operational Process & Agility

e.g. Automation of manual processes
    A self-service approach to customer engagement
    Workforce mobility
    Real-time collaboration

'Paper-heavy to paperless' - We regularly see the move from paper-heavy to paperless processes, and membership registration is a great example. Transforming paper forms and cheques into online registration and payments with automated distribution of membership packs has saved days in staff time and a considerable amount of money.

Transformation of Business Models

e.g. Re-evaluating your value proposition
    Removing barriers to entry with opportunities to upsell
    Subscription services
    Digital vs physical products

'Annual membership vs. monthly subscription' - The rise in popularity of new models such as monthly subscriptions has driven a number of organisations to consider this as an alternative to the traditional annual membership. We've seen a number of organisations dip their toe in to the water, and those that achieved the best results were the ones who ensured they had the in-house capability to deliver value to members month-on-month.

Culture and Leadership

e.g. Creating a culture that embraces innovation
    Courage to drive behavioural change
    Skills-based recruitment
    Learning and collaboration with other industries

'A strong stance on change' - One of the best examples of approaching change we have seen was within a Governing Body that took a strong but transparent stance. Both staff and members were informed well ahead of time with regards to a change in process. The benefits of the change were explained clearly, and zero-tolerance was taken with anyone attempting to revert to old ways. People adjusted because they had the time and information to do so.

Digital Technology Integration

e.g. Technologies that complement strategy
    Procurement and identifying the right technology
    Migration from old to new systems
    Future-proofing

'Time to plan a successful transition' - The most successful projects are always the ones where there is enough time given to make a smooth transition. In some cases, we have seen organisations plan in excess of two years prior to the end of their services agreement with an existing supplier. Typically, this is because a change in supplier has widespread implications and the more time available to plan and execute a transition, the more successful it is.