



# WIMBLEDON Fan Experience

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IBM Interactive Experience



# Take Aways

1. **Customer journey > call center satisfaction**
2. **Digital Strategy > using digital channels**
3. **Data is everywhere**



# Why Customer Experience?



Cloud



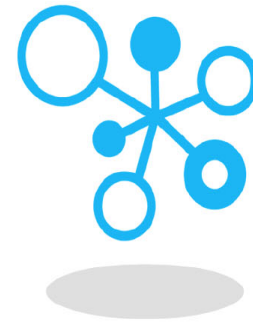
Big Data &  
Analytics



Mobile



Social



**Have fundamentally changed how we  
live, work & interact...**







*Overstap***service**

**Eenvoudig  
veranderen**  
van betaalrekening



# About Wimbledon



When was the first  
championship?

1877





No. of Full and Life  
Members at the Club?

375



No. of attendees during the 13 days  
of The Championship?

491,084



No. of visits to wimbledon.com  
in 2014?

63.8m



No. of page views to  
wimbledon.com in 2014?

474m



Percentage of wimbledon.com  
views from mobile devices in  
2014?

58%



Increase in social media  
following from 2011-14?

450k to 5m



Fastest serve?

238km/h



No. of data points  
collected in 2014?

3,179,515





# Digital Strategy Wimbledon

1. Customer journey = greater value, less friction
2. The next best thing to being there
3. Leverage data everywhere
4. ...but staying true to the brand and heritage





# FAN EXPERIENCE JOURNEY



Persona:  
**Ginny**

25 years old  
Female  
Lives in Clapham Junction  
Salary: £27k pa  
Smartphone owner

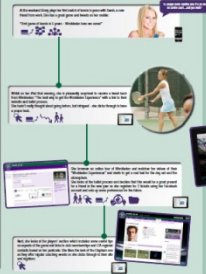
**Profile**  
Ginny is a 25 year-old who enjoyed playing tennis at school and university but hasn't been much time to play since then. She has just started a job in HR and her new friends have each invited her to join their tennis club. She plays every weekend and it's a good opportunity to socialise and get fit as she enjoys, excited to get back into tennis and sport in general.

**Data insights show the opportunity:**

- Facebook ID
- Contact preferences
- CRM membership
- Ticket purchases
- CRM preferences
- Tennis clubs
- Transfer history & channels
- Valid user
- Twitter ID
- Devices used (Palm, iPhone, iPad)
- Tennis clubs played
- CRM of interest items
- Transfer history & channels
- Ticket entry
- Food & drink preferences

Ginny's Journey

## Back into the swing of things



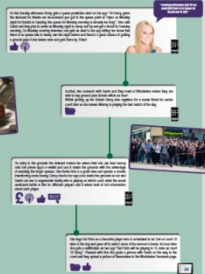
## Tickets on the day



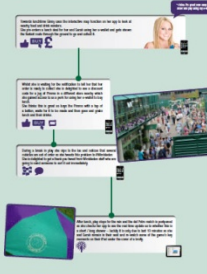
## Keeping me informed



## A proactive service



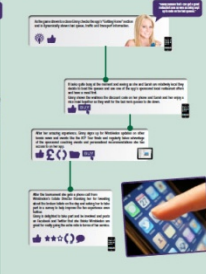
## Relevant to me



## An unforgettable experience



## Going the extra mile



## KPIs & Benefits

## Fan is Aware



## Fan is Engaged



## Fan is Interacting



## Fan is Involved



## Fan is Transacting



## Fan is Delighted

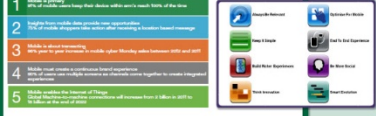


## Fan is an Advocate



Enablers

## Mobility Solutions - Mobile is Everywhere




## Stadium of the Future - Smarter Event Management



## Customer Insight & Visioning - Improving Fan Engagement

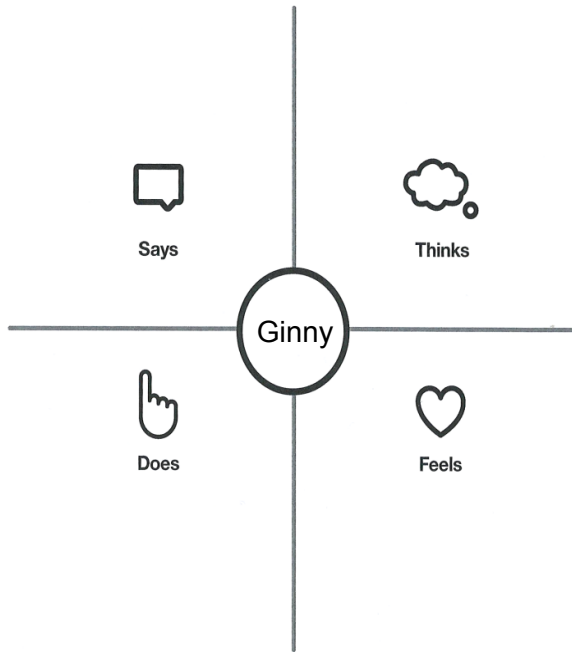


A man with curly hair and a beard is smiling in front of a chalkboard. The chalkboard has several sketches: a cluster of pink circles, a square with a small circle inside, a hand holding a pen, and a simple stick figure with a head.

Good design is about recognizing that the person on the other end has a lot **less patience than you do.**


*-Jason Fried, 37signals*

# Design Thinking, Empathy Mapping & Personas



Observed <-----> Inferred





*Persona:*  
**Ginny**

Regular websites

ZARA
amazon
ASOS
BBC

Social media user

LinkedIn
f
Twitter
skype
Instagram
YouTube

25 years old  
Female  
Lives in Clapham Junction  
Salary: £27k pa  
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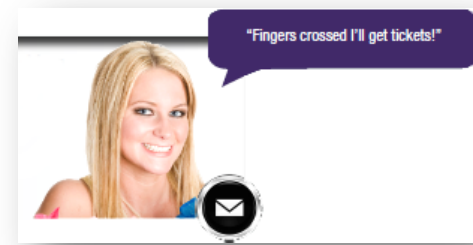
**Profile**

Ginny is a 25 year-old who enjoyed playing tennis at school and university but hasn't found much time to play since then. She has just started a job in HR and her new friends from work invite her to join their tennis club. They play every weekend and it's a good opportunity to socialise and get fit so she agrees, excited to get back into tennis and sport in general.

**Data insights drive the experience**

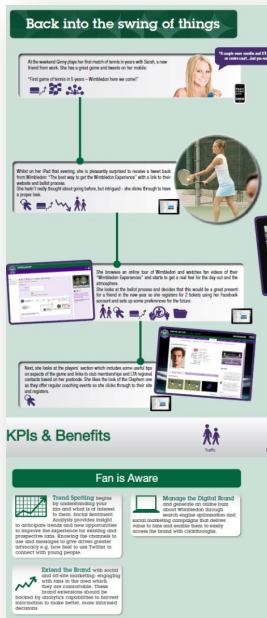
<ul style="list-style-type: none"> <li>• Facebook ID</li> <li>• Contact preferences</li> <li>• Club membership</li> <li>• Ticket purchases</li> <li>• Gift preferences</li> <li>• Partner offers</li> <li>• Interaction history &amp; channels</li> <li>• E-wallet user</li> </ul>	<ul style="list-style-type: none"> <li>• Twitter ID</li> <li>• Devices used (iPad, iPhone, laptop)</li> <li>• Favourite players</li> <li>• Offers of interest (tennis holidays)</li> <li>• Ballot entry</li> <li>• Food &amp; drink preferences</li> </ul>
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# From strangers to advocates



## Fan is made aware:

- Tweets about Wimbledon
- Gets a reply from Wimbledon to draw her in to the web site & ticketing process
- She can watch an online tour and fan videos
- Applies for tickets



## Getting the fan engaged:

- Attends coaching events at her local club
- Posts more on her Instagram
- Disappointed she hasn't been awarded the tickets
- But is suggested the 'Queuing – tickets in the day' process
- Enabled to follow the career of her favorite player through the app



# From strangers to advocates

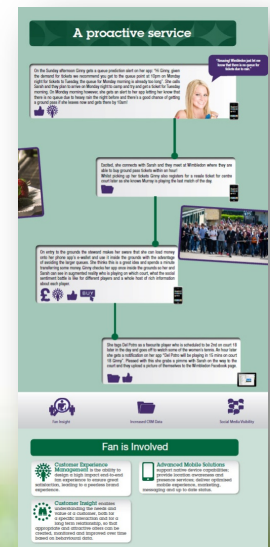
## Fan is interacting:

- Wimbledon has started & through **2nd screen** (ipad) she can dive into more personalized content
- Gets a good feel for the atmosphere through the different video and audio perspectives
- Shares with her friends and decide to try to get daily tickets based on the **guided selling advice**
- Receives information on the daily queuing process



## Getting the fan involved:

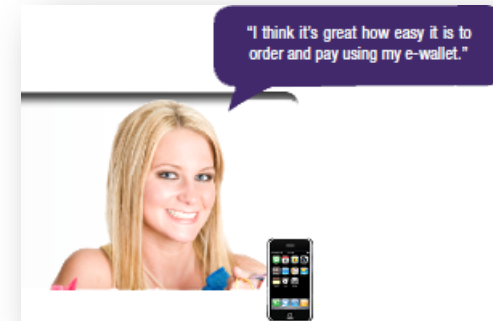
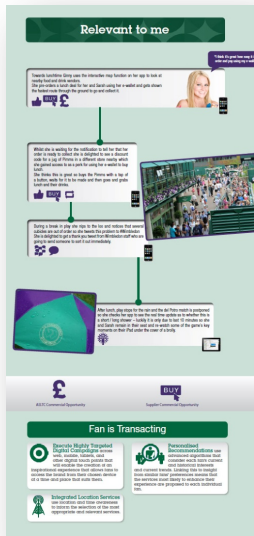
- Wimbledon provides dynamic queuing prediction suggests 22:00 on Monday for Tuesday tickets
- Provides update on Monday morning that due to rain tickets are still available
- She also registers for a center court resale ticket
- Onsite a steward makes her aware about the **e-wallet** on her phone which helps **avoid more queues**
- App notifies her when and where her favorite player will play his match



# From strangers to advocates

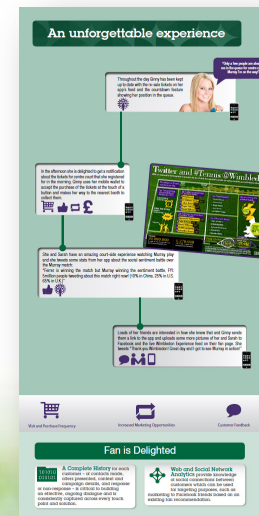
## Fan is transacting:

- Interactive map on her phone informs her about nearby food and drinks vendors
- Pre-orders lunch
- Gets a **discount code** for a different store because she used the e-wallet to buy lunch
- Gets **real-time updates** on delayed matches due to rain

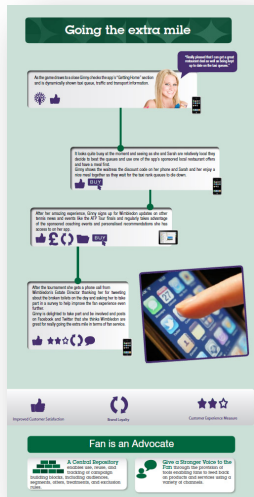


## Fan is delighted:

- Throughout the day she receives **updates on her position in the queue** for the resale ticket
- Gets through and uses her e-wallet to purchase
- Attend the match of her favorite player and **retweets the stats of the live social sentiment** she gets on her personalized feeds

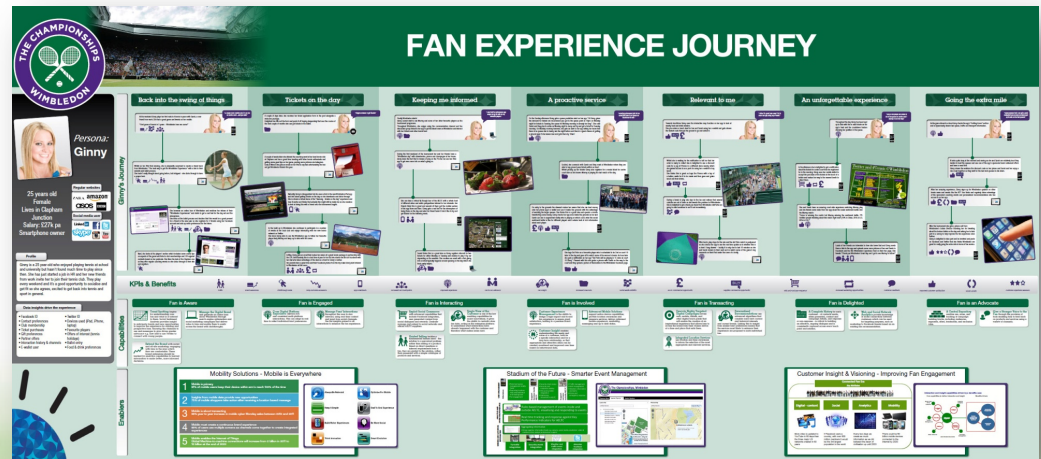


# From strangers to advocates



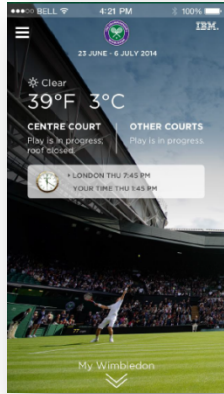
## Fan is an advocate:

- As the game ends she looks up **taxi queue, traffic and transport information**
- Decides to use a discount code for a nearby restaurant
- Signs up for **Wimbledon sponsored coaching events** and personalized recommendations

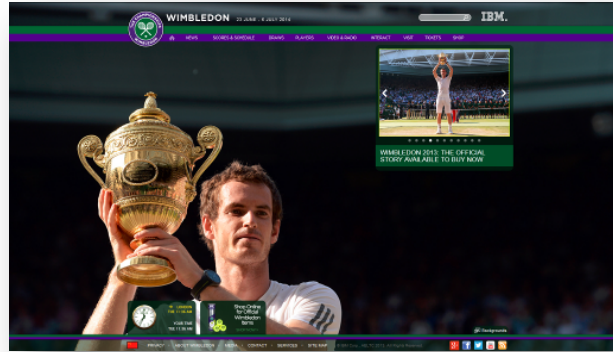




# Consistent cross platform brand quality and personalized experience



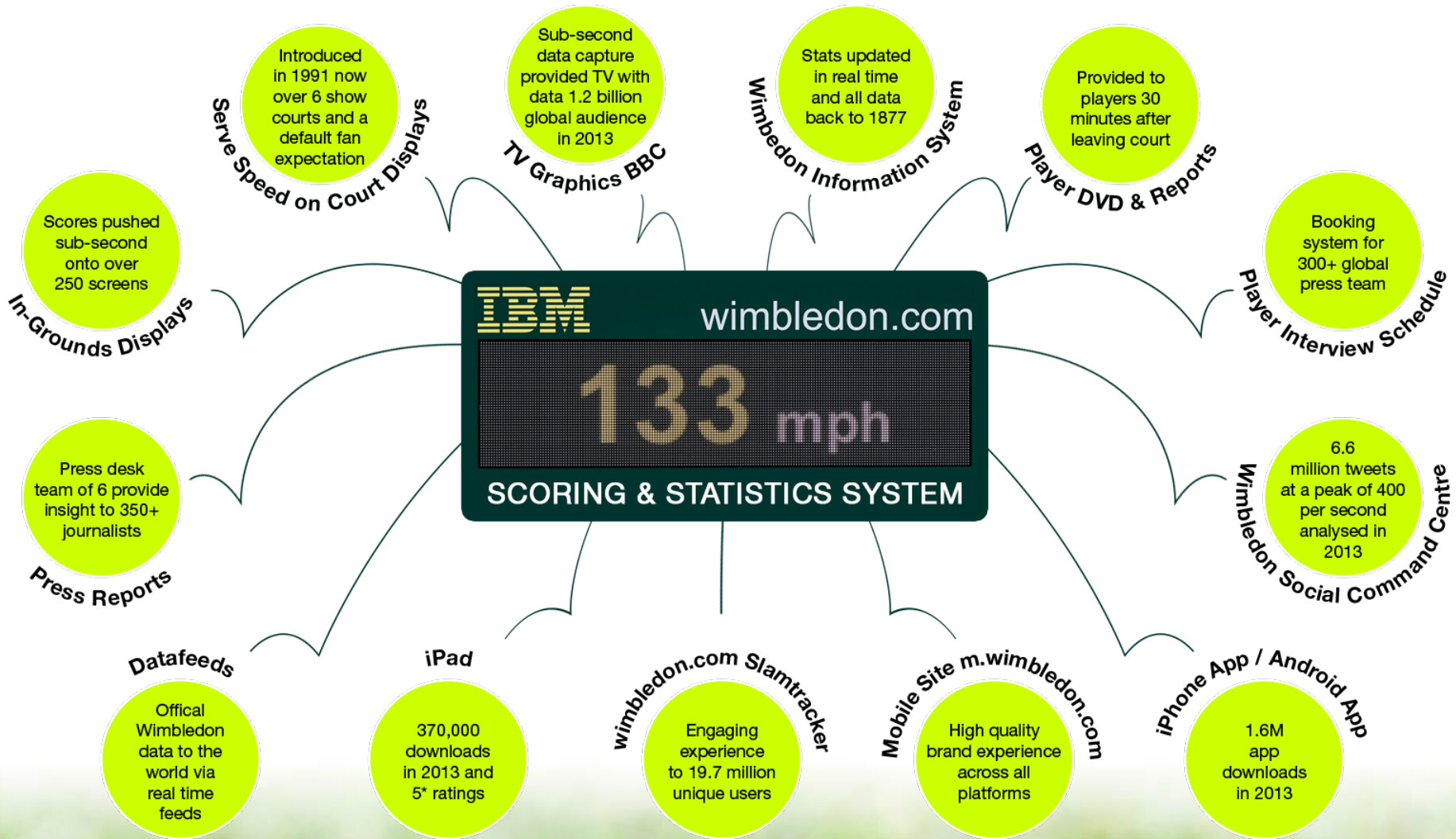
Smartphone apps – high volume, snackable use on the move



.com and m.



2<sup>nd</sup> screen use, end of day sit back, enhanced rich media



# It starts with data quality and statistics from all courts

- **48 Statisticians**

- County, National and International standard **tennis players**

- **Detailed statistics** captured for every point in the match

- Recorded in **real time** using specialist software and hardware

- Radar **speed of serve** technology

- Records the speed of the ball within an instant of it leaving the racquet

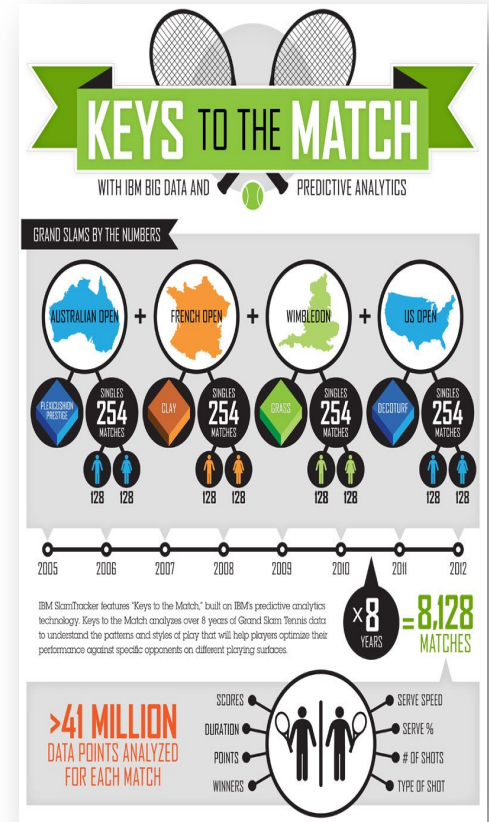
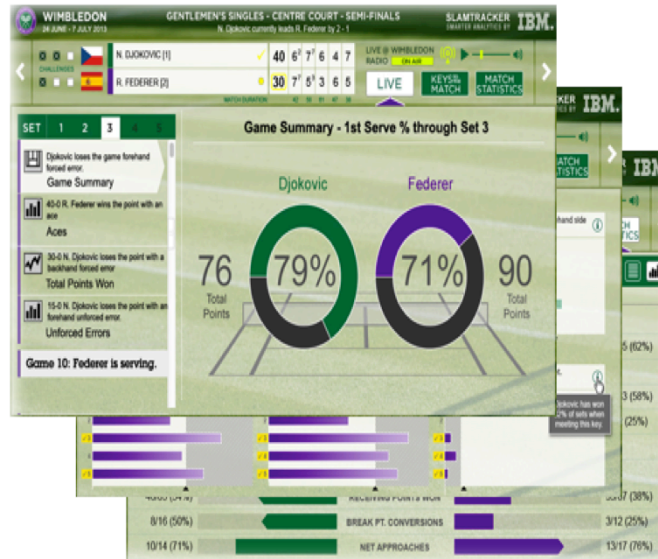
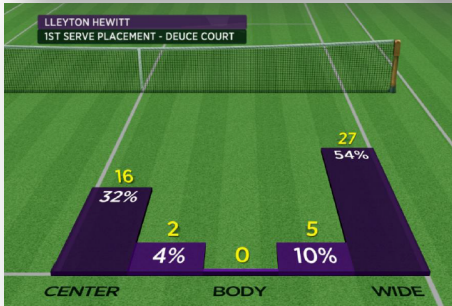
- **Hawk-Eye** ball and player tracking

- Player movement, hit points



# Fan engagement through insights

MATCH SUMMARY		
TSONGA		DJOKOVIC
12	Aces	5
5	Double Faults	1
68%	1st Serves In %	66%
68%	1st Serve Points Won	77%
47%	2nd Serve Points Won	68%
69%	Service Returns In Play	66%
3 / 5	Break Points Won	6 / 12
28 / 48	Net Approach Points Won	25 / 39
29	Total Unforced Errors	13
41	Total Winners	34



# Social media is a fundamental part of the digital strategy

- Social media volumes are increasing **exponentially**
- Understanding and responding to fans interested in **real time**:
  - Creates a more **engaging and relevant** experience on owned channels
  - **Attracts** a new audience demographic



# Hill vs World – Making the digital to physical connection

- Fan engagement on-site and off-site – connecting a global community
- Questions posed and responses viewed via **Large Screen TV** and online
- Users targeted on site with push notifications as well as off site alerts

The screenshot displays a digital interface for Wimbledon 2014, titled "HILL vs WORLD". At the top, it shows the match details: "GENTLEMEN'S SINGLES FINAL CENTRE COURT" between "R. Federer [1]" and "R. Nadal [2]". A score table indicates Federer's score (4, 6, 6, 5) and Nadal's score (6, 3, 3, 4).

The main content area is divided into several sections:

- GET INVOLVED!**: Promotes social media engagement with #WIMBLEDON, #THEHILL, and #THEWORLD. It includes a "QUESTION" about the 2014 Final winner.
- THE HILL SAYS**: A pie chart showing 28% for Federer and 72% for Nadal.
- THE WORLD SAYS**: A pie chart showing 33% for Federer and 67% for Nadal.
- FAN PHOTOS**: A gallery of photos from the event, including one by Andy Burns.
- ON THE HILL**: A live video feed of the stadium crowd.
- HEAT MAP**: A world map showing global viewer locations.
- BREAKING...**: A placeholder for breaking news with a photo of a tennis player.
- SENTIMENT**: A bar chart showing sentiment for R. Federer (92%) and R. Nadal (78%).
- TWEETS TODAY**: 66,542
- TWEETS TOTAL**: 1.232M
- FUN FACTS**: "Roughly 54,250 balls are used during The Championships period. Yellow balls were used for first time in 1986."

# WIMBLEDON SOCIAL COMMAND CENTRE

## EVOLVING TOPICS



## KEY SOCIAL STATS

Total Tweets

525,631

Tweets per Minute

203

Tweets Today

42,278

Where

America (64%)

## VISUAL



## SOCIAL COURT

MOST SOCIAL COURT



The most social court right now is

**No. 3 Court**

which has 30% of the conversation about Wimbledon.

## INFLUENCERS

WHO'S HOLDING COURT?



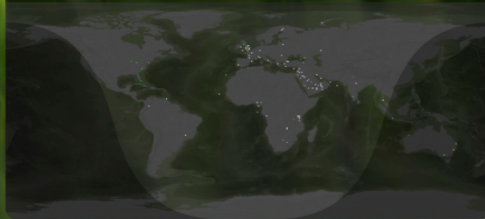
## HILL VS WORLD

QUESTION

How are you feeling about Wimbledon today? #ecstatic or #excited?



## GEOLOCATION



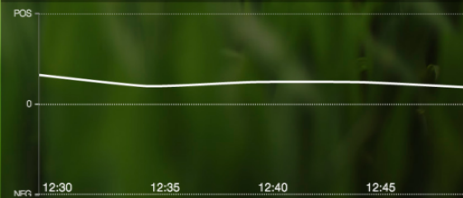
## PLAYER CONVERSATIONS

MOST TALKED ABOUT PLAYERS



Player	Share of Voice	%
Rafael Nadal	26	
Andy Murray	18	
Maria Sharapova	15	
Roger Federer	7	
Novak Djokovic	5	

## SENTIMENT



# Influencer Analysis

## WIMBLEDON SOCIAL COMMAND CENTRE

INFLUENCERS

LATEST X

WHO'S

### HOLDING COURT

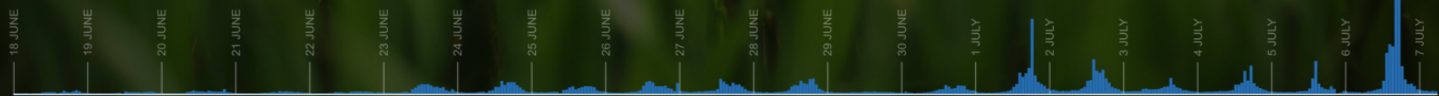
1. @Wimbledon
2. @Rogerfederer
3. @Geniebouchard
4. @DjokerNole
5. @NiallOfficial
6. @Andy\_murray
7. @BritishTennis
8. @Real\_Liam\_Payne
9. @RafaelNadal
10. @Cnnbrk
11. @Petra\_Kvitova



### ROGER FEDERER

@rogerfederer

ENGAGEMENT	207,264
ACTIVITY	34
AUTHORITY	131
TIMELINESS	5,370
FOLLOWERS	1,847,175







# Watson Tournament Dashboard

→ Predictive Cloud

→ Algorithm Impact

→ Watson Impact

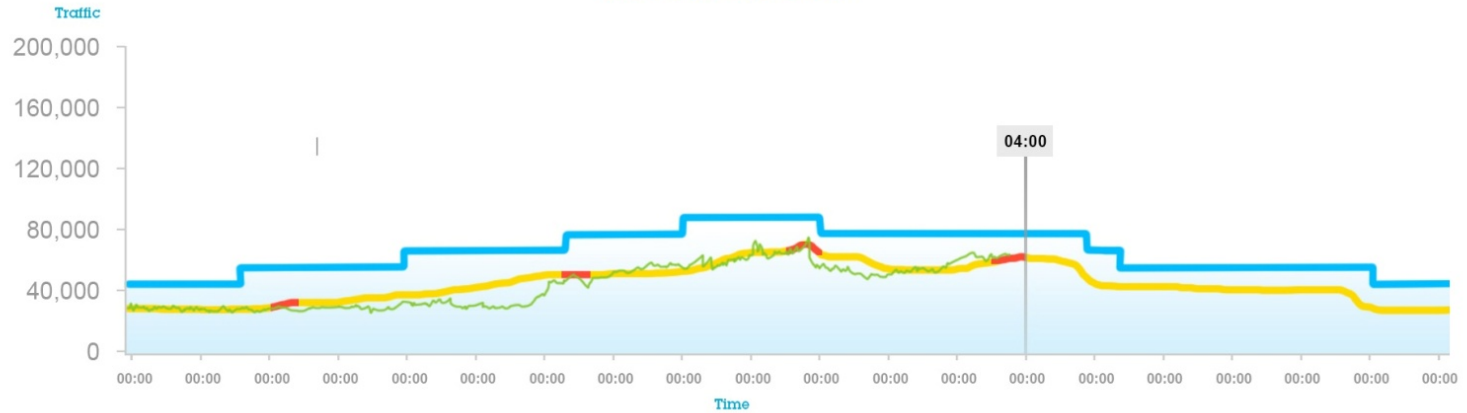
Messages within UIMA per second



Messages to UIMA per second



## Instance Forecast



■ Watson Impact    ■ Predicted Traffic    ■ Actual Traffic    ■ Capacity

Total Minutes  
**419,629,478**

Watson Impact  
**64,793,732**



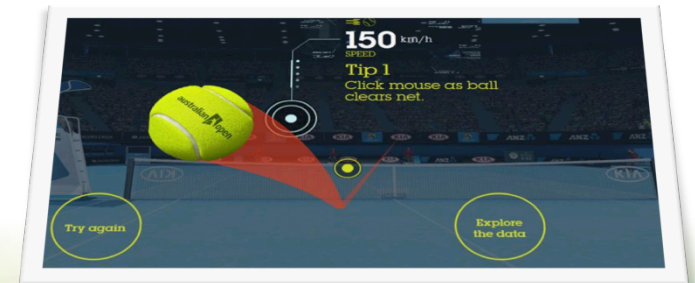
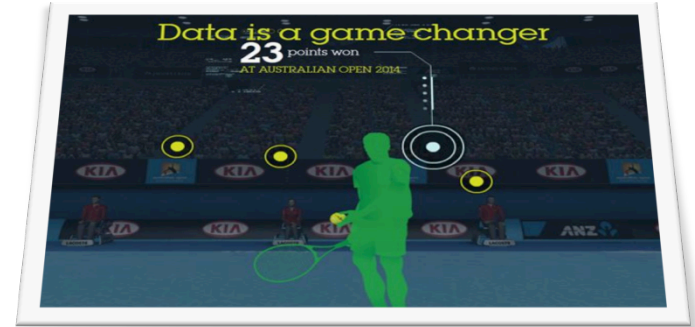


IBM Wimbledon Leaderboard

Player	Form	Status
1 A. Murray	88%	89%
2 T. Robredo	78%	
3 S. Stephens	65%	
4 M. Youzhny	61%	82%
5 M. Sharapova	56%	83%

Now printing A. Murray trophy on printer no. 7



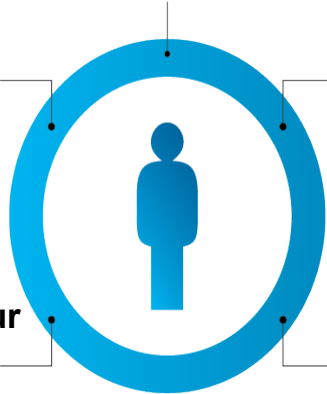


# Delivering an exceptional Customer Experience

Match customer expectations & manage experience throughout the event / relationship

Learn to anticipate my preferences and be proactive

Use what you learn about me to service of my needs



Make it convenient and natural to interact with you

Remember all of our interactions and recognize me

Be there when I need you – in real time



## Customer expectations

And never forget the increasing power of social media when things go well, and when things go wrong – customers do.

# Take Aways

**1. Wie**

**2. Wat**

**3. Wow**





Delivering a  
winning edge  
with data

# Creating brand advocates with an **integrated approach** to social media



# Millenials!

THIS IS OUR HOME. WE HAVE A VOICE.  
**WE CAN CHANGE THE  
STORY.**

