

## Chelsea FC: Strategic CRM Enhancements Position for Global Growth and Fan Engagement

### The Opportunity

In 2024, Chelsea FC sought to strengthen its CRM capabilities to support strategic goals like brand development, expanding its global fanbase, and boosting community engagement. Key opportunities included creating a long-term CRM roadmap aligned with the club's objectives, enhancing fan engagement through personalised, data-driven campaigns, and upgrading the club's data infrastructure to ensure future-ready operations and continued CRM success.

### The Solution

#### Revolutionising Fan Engagement with a Data-Driven CRM Strategy at Chelsea FC

Beyond partnered with Chelsea FC to deliver a series of initiatives aimed at enhancing CRM performance, aligning business goals, and improving data infrastructure. The solution included:

- 1. Strategic CRM Roadmap & Alignment:** Developed a CRM roadmap to drive fan growth and personalised interactions, aligning all CRM initiatives with Chelsea FC's broader goals of brand development and global fanbase expansion.
- 2. Infrastructure & CRM Enhancements:** Upgraded data architecture to improve processing, resolve data issues, and boost campaign efficiency, ensuring future-proof operations and data integrity.
- 3. Improved Collaboration & Reporting:** Streamlined internal systems for better communication and implemented a reporting framework to track CRM performance and support continuous improvement.

### The Results

The collaboration between Chelsea FC and Beyond in 2024 delivered significant results that positioned the club for future success:

- 1. Enhanced CRM capabilities:** The strategic roadmap and infrastructure upgrades improved fan engagement and personalisation, boosting loyalty and satisfaction.
- 2. Operational efficiency gains:** Upgraded data architecture and system improvements led to faster processing and more efficient CRM campaigns.
- 3. Stronger collaboration:** Improved communication and streamlined processes increased team efficiency and alignment with the club's strategic goals.