

Tennis and Digital Transformation



Today's customer expectation

Social engagement and transparency



Personalised options; 'my way'



Today's customer expectation

Any device, any time



Easy to find, easy to fit in



Disruptive businesses are responding to, and influencing, expectations

From AirBnB to Zoopla, every high-growth, high-profit consumer brand in the last decade was constructed with digital behaviour in mind.



Instagram

\$50bn



WhatsApp

\$100bn



UBER

\$70bn



Lost \$10bn in 15 years



Worth \$2.1bn in 1998, Bankrupt by 2001



Worth \$8 bn in 1994, bankrupt by 2010

What does today's 'tennis' customer want?



Park players: male persona

Josh, 26



Attitude and behaviour

Josh is a social player who likes to play in parks, mostly organised spontaneously with his friends, when the weather and calendars permit.

He is a mid-level player, is not involved in any tournaments but likes competition among friends.

Audience size

18% of active players (950,000 out of 5.3 million)

Main motivations

- Staying active and fit
- Socialise with friends after the game
- Honing in on technique
- Friendly competition

Main barriers/challenges

- Tennis is a seasonal sport
- Lack of online booking systems
- Dissatisfaction with court facilities
- Tennis clubs seen as exclusive/expensive

Park players: female persona

Janna, 32



Attitude and behaviour

Janna lives an active lifestyle. For her, tennis is a great mix of socialising with friends and working out.

Mainly playing with a small group of friends or family who match her skill, she likes to plan in advance and can be found in parks during the summer season.

Audience size

17% of active players (900,000 out of 5.3 million)

Main motivations

- To keep fit and feel good
- Socialise with her friends/family
- Mental/physical benefits
- Improve her technique

Main barriers/challenges

- Lack of available people to play with
- Nervous about playing with strangers
- Feels like clubs are non-inclusive
- Poor court/park facilities
- Lack of online booking systems

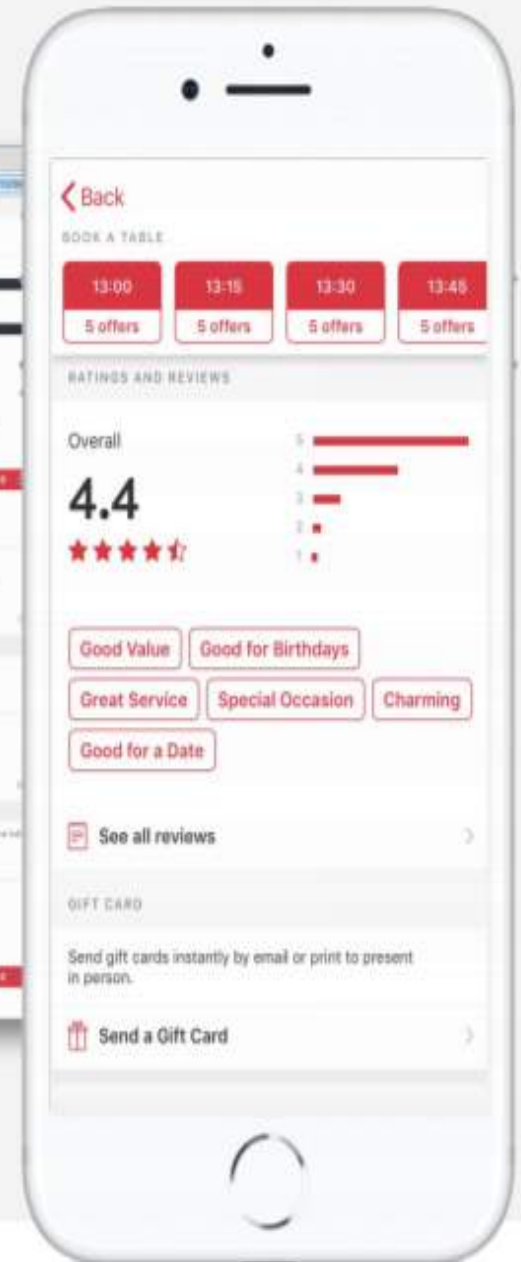
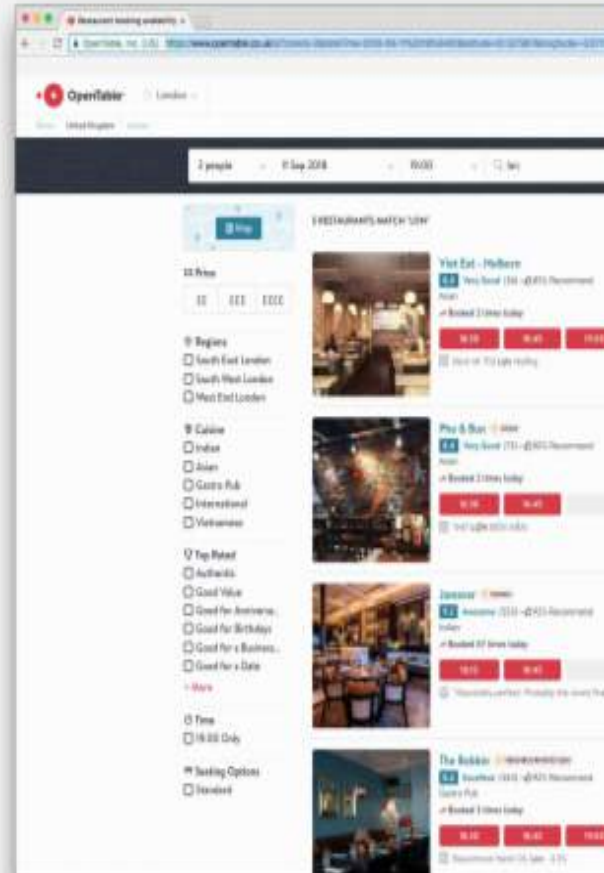
What can we learn from industry?





Conquers accessibility by providing all relevant restaurant information at the forefront. Users can quickly and easily find restaurants by location, cuisine, price point or review, plus get personalised recommendations based on preferences.

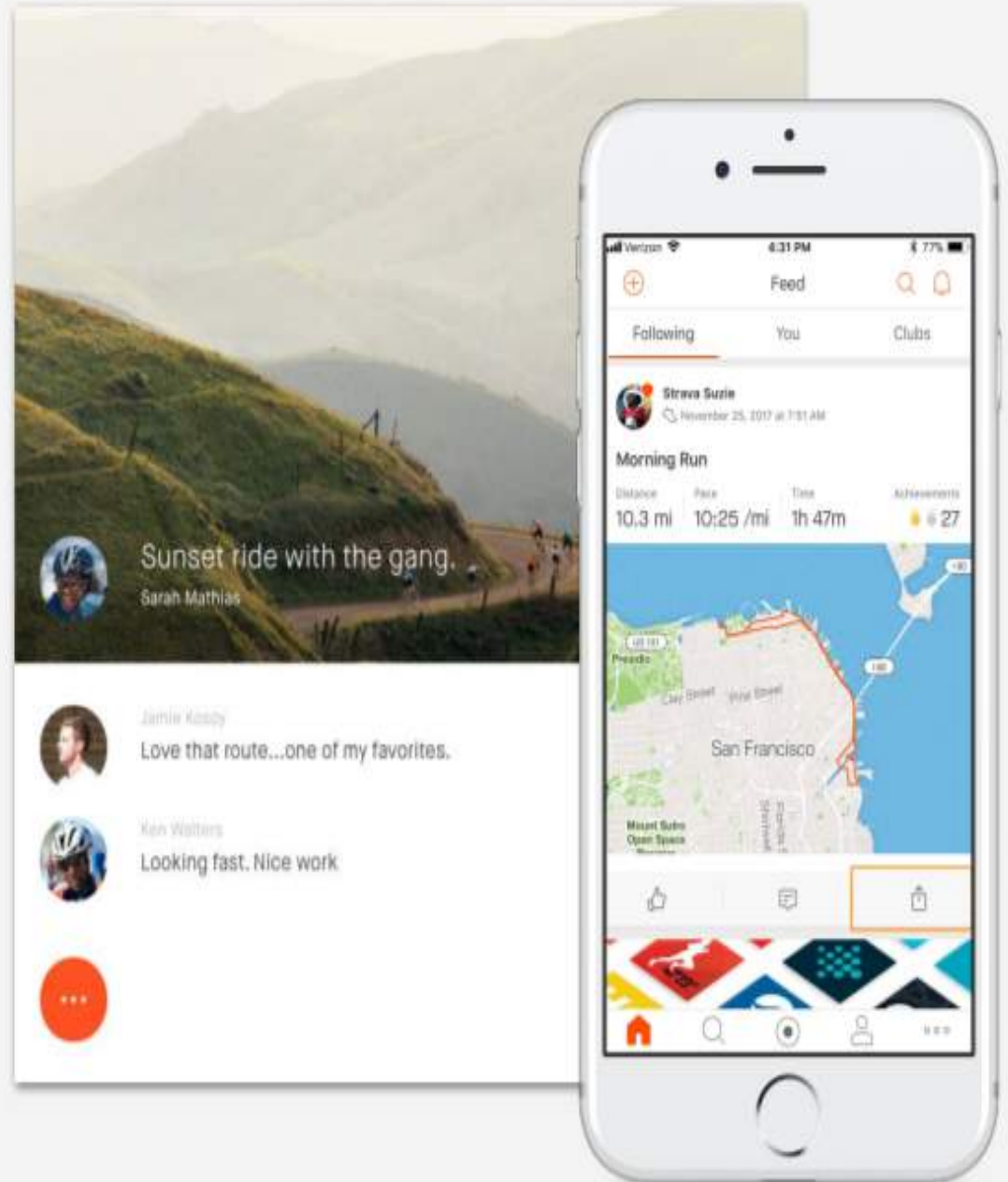
Incentivises return customers by providing a rewards programme for each time users book and dine.





Strava, a run and cycling tracking app, positions itself as the social network for athletes.

Users can share workouts, give kudos and compare their performance to others who took the same route.

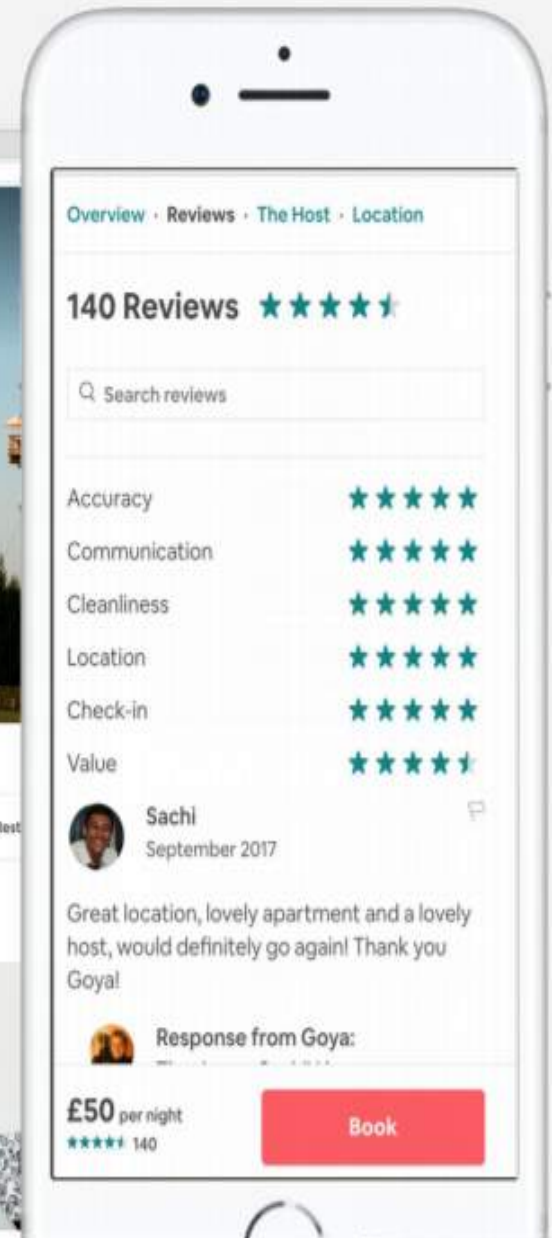
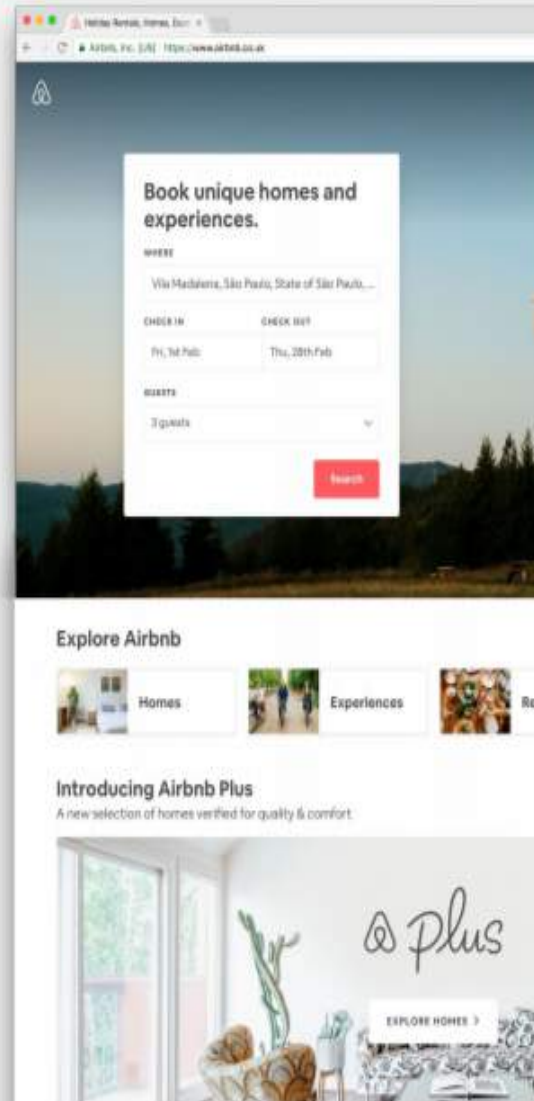




Airbnb has a seamless experience from start to finish. With crowd-sourced reviews on both hosts and guests, users feel more at ease with booking stays in a strangers' home.

Additional intuitive details about location, quality and amenities make booking holidays a breeze.

Creating an online community is easy through Airbnb; users can buddy up on experiences and home rentals.

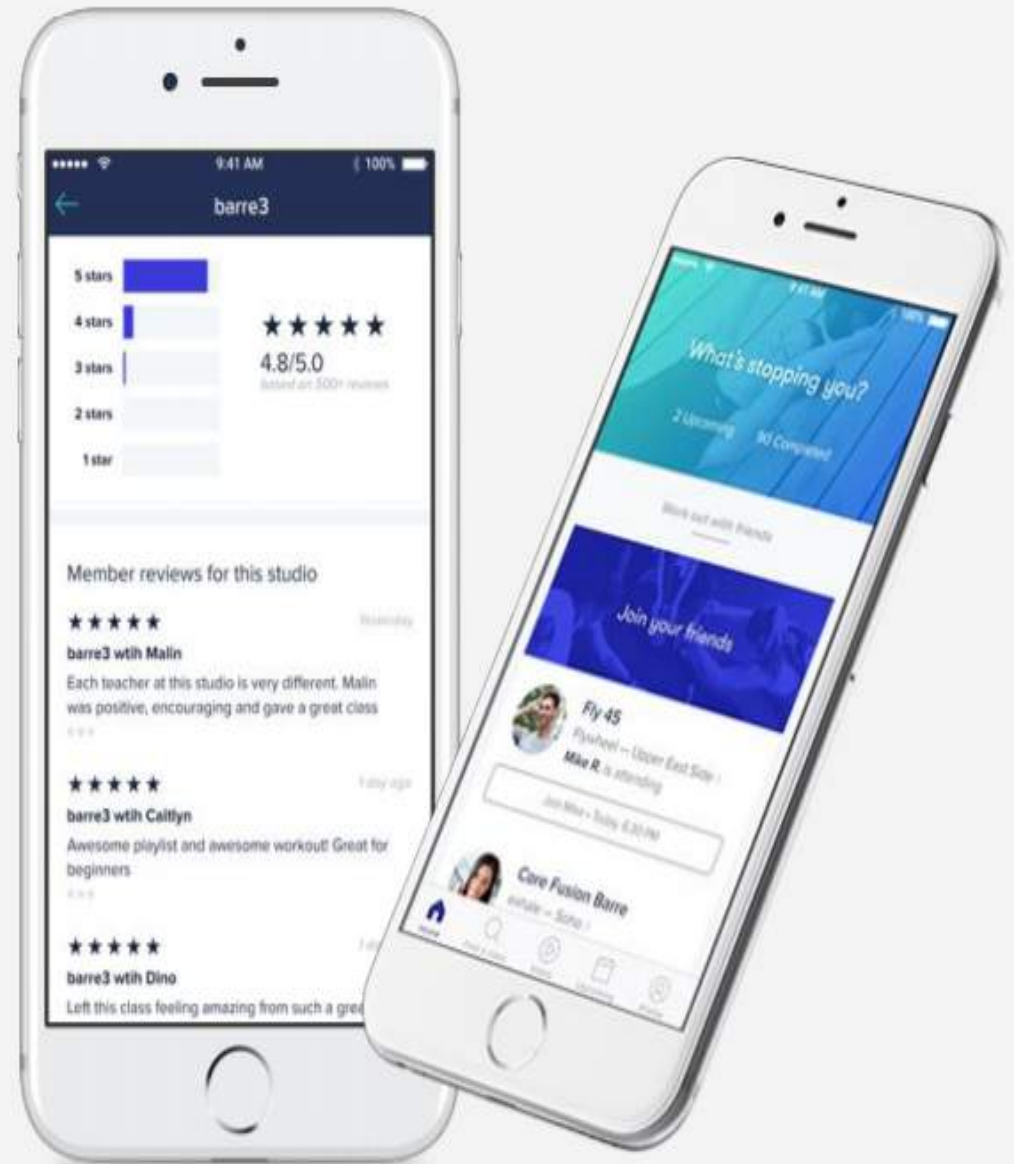




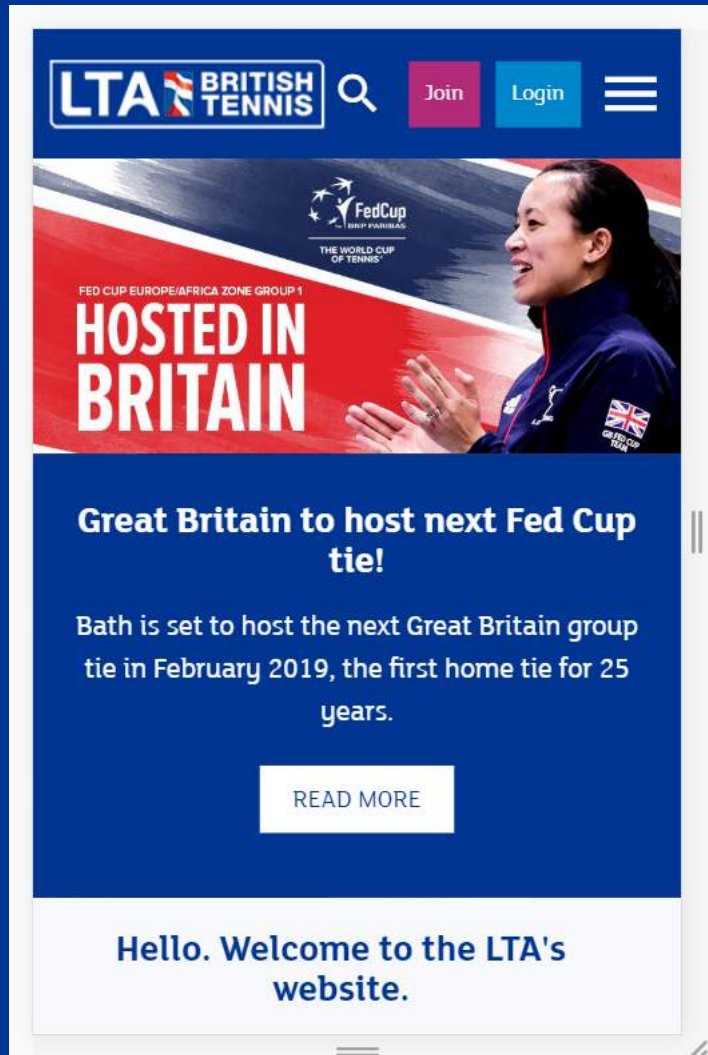
ClassPass lets users to quickly and easily book fitness classes around the world.

Members can search, find and book based on intuitive filters (like class type, studio amenities and location). After taking a class, users are incentivised to leave a three-part review: star ranked, multiple choice and written, which increases participant trust and likelihood of satisfaction.

Additionally, users can add friends, watch custom video content and win badges based on participation.



What technology is already helping us?



LTA BRITISH TENNIS

Join Login

FedCup
THE WORLD CUP OF TENNIS

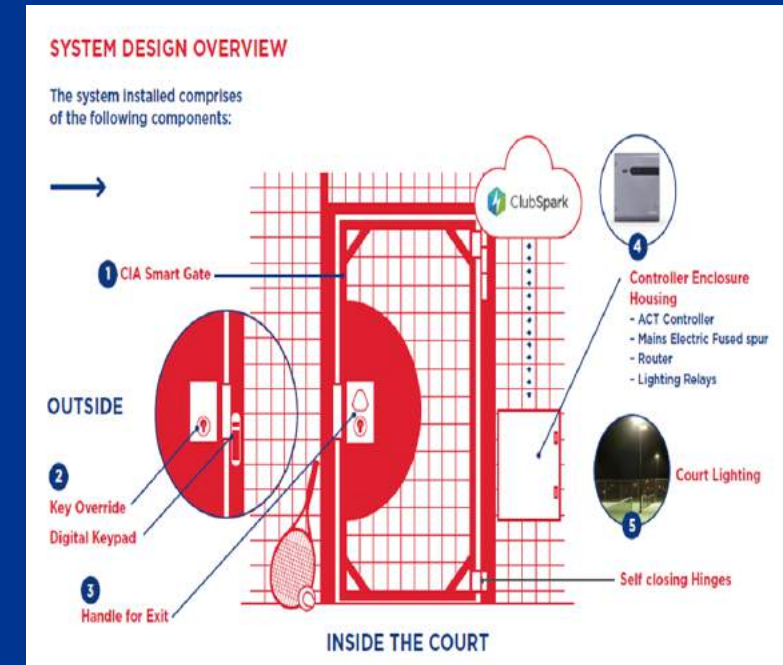
FED CUP EUROPE/AFRICA ZONE GROUP 1
**HOSTED IN
BRITAIN**

Great Britain to host next Fed Cup tie!

Bath is set to host the next Great Britain group tie in February 2019, the first home tie for 25 years.

[READ MORE](#)

Hello. Welcome to the LTA's website.



Welcome Club

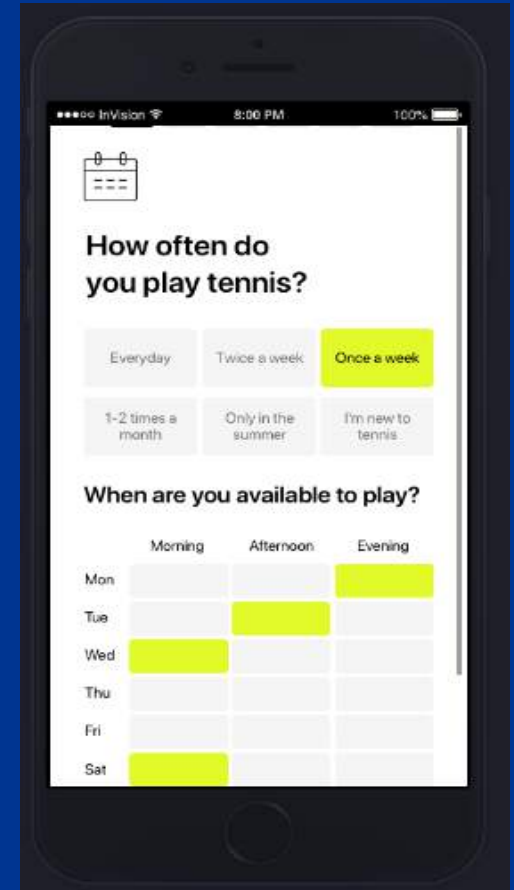
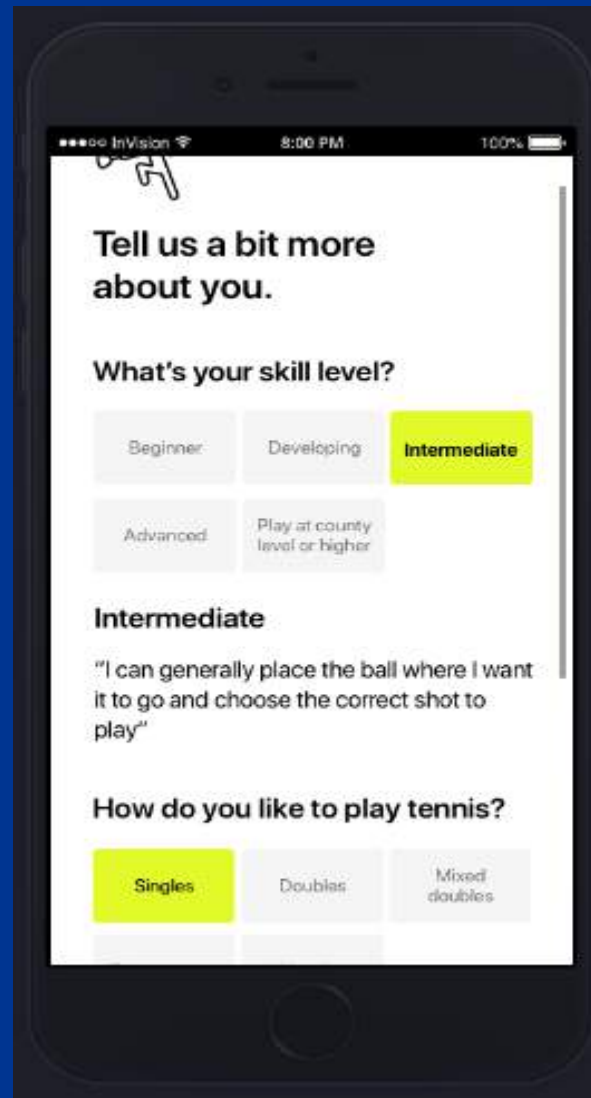
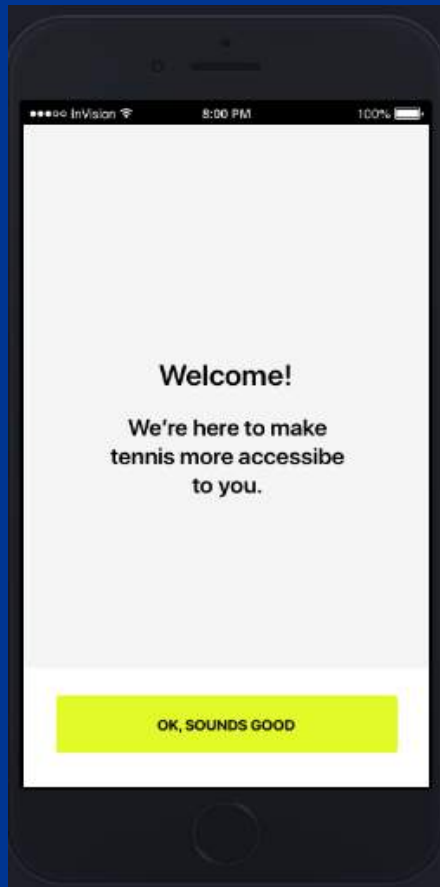
You are logged in as Administrator for LTA

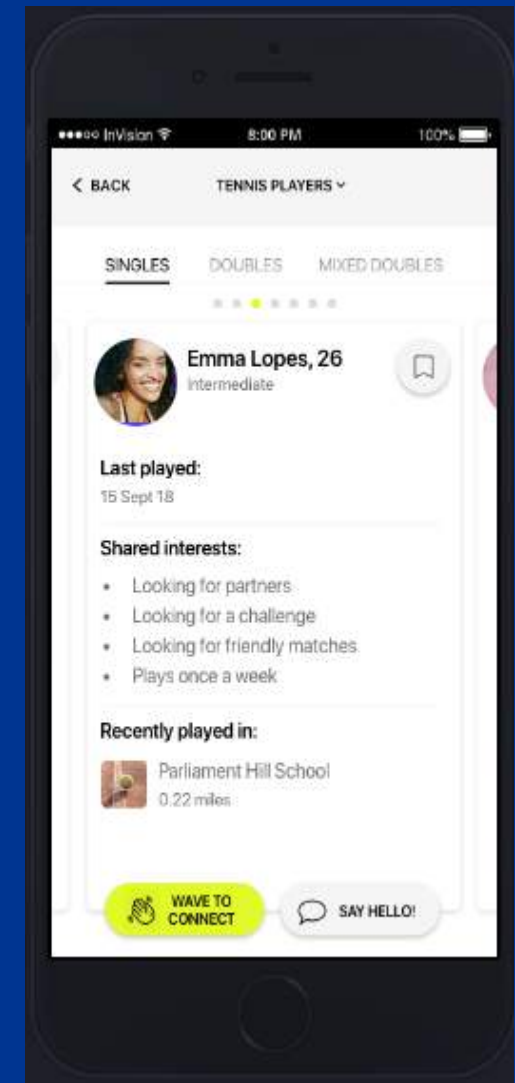
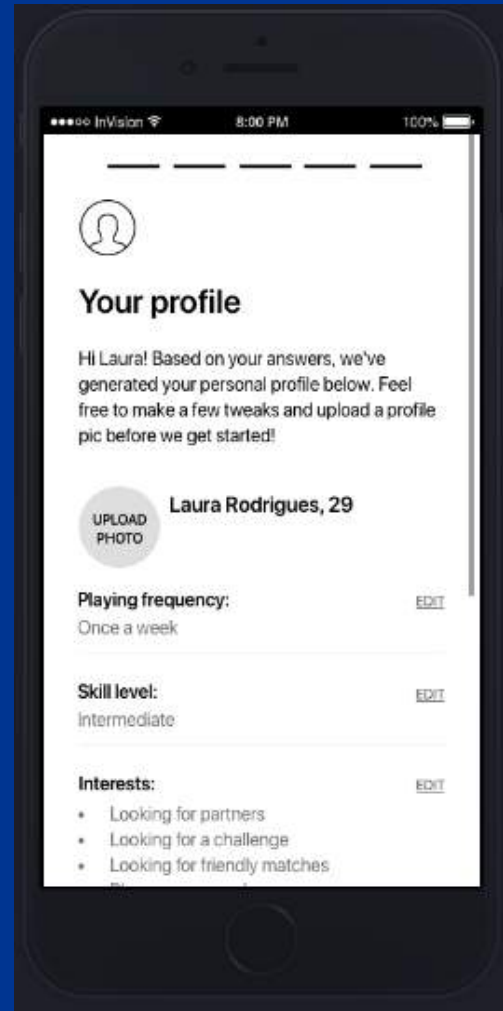
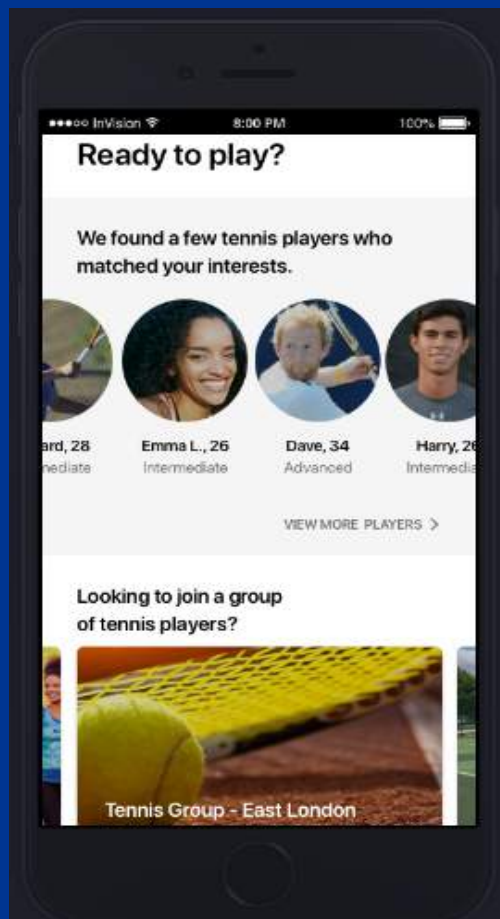
| Your Club Annual Review | Your Subject Specific Reviews | Your Club Action Plan | Self-Employed Coach Contract Generator |
|--|---|---|--|
| The Annual Review enables your club to review key aspects of your club's governance and management | These club reviews enable your club to drill down further than the Annual Review into key aspects of governance and mana. | The plan enables your club to create and manage an action plan for the coming 12 months | The contract generator will generate a HMRC friendly contract between your club and your coach(es) |

How could
we do
more?



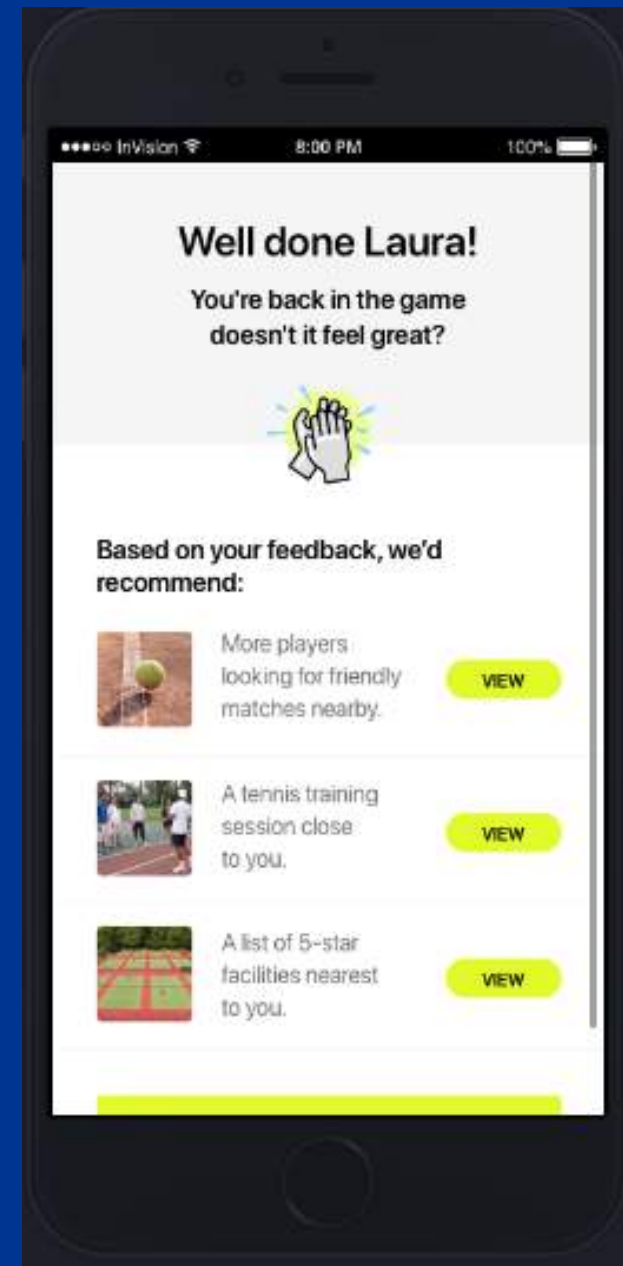
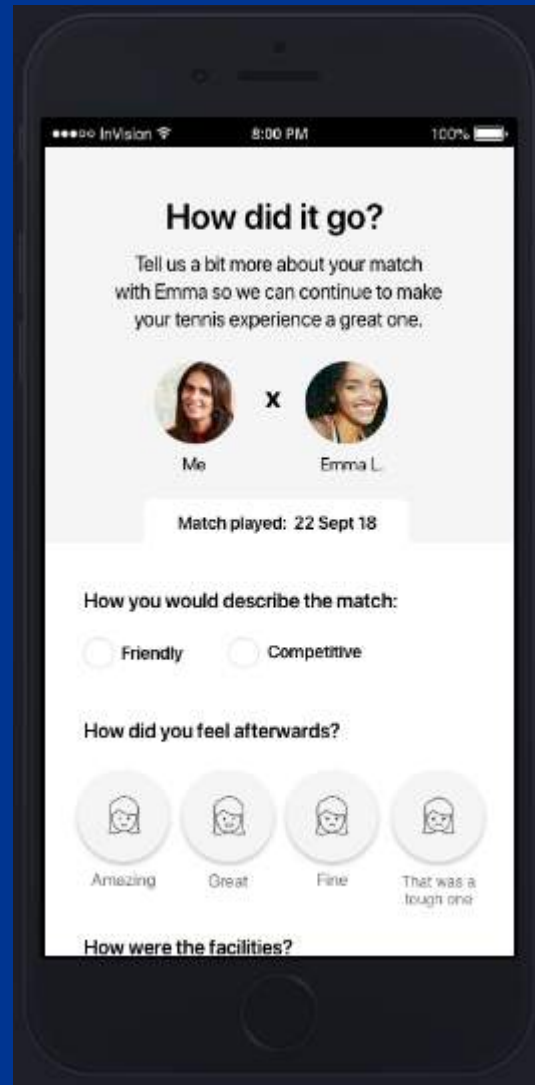
Learn about individual needs, moving away from one-size-fits-all





Personalise the experience and make it easy to connect with others

**Build
relationships
over time and
provide support
and
encouragement-
not just
transaction**



THANK YOU

