BUSINSS INTELLIGENCE APPLIED IN SPORT EVENT, CASE WRC NESTE OIL RALLY FINLAND

Douglas Turco

Professor and Director of Sport and Entertainment Management, Neumann University, Philadelphia, USA

Kari Puronaho

Principal Lecturer, Sport Business School Finland, HAAGA-HELIA University of Applied Sciences, Helsinki, Finland

Risto Rasku

Senior Lecturer, Sport Business School Finland, JAMK University of Applied Sciences, Jyväskylä, Finland

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CONTENT OF THE PRESENTATION

PREFACE

AIM OF THE PRESENTATION

- BACKGROUND INFORMATION

BI FRAMEWORK I & II & III

LEAD TO FRAMEWORK OF SBI

SBI FRAMEWORK

PROCESS OF SBI APPLIED TO A SPORT EVENT

- CUMULATION OF DATA FOR SBI
- DATA CUMULATION AND STRATEGIC GOALS

IMPLICATIONS AND DISCUSSION

PREFACE

In order to succeed in the global sport marketplace, businesses must have **insights of consumers' needs, wants, expectations and satisfactions**.

This study explores the features and ideas of **Business Intelligence** in the context of **Sport Event research and development**.

AIM OF THE PRESENTATION

To describe the concept of Sport Business Intelligence (SBI), and to describe the SBI model devised for and applied to a **World Rally Championship** event and organization from 2011-2013 (2014), along with corresponding outcomes.

BACKGROUND INFORMATION   1/2

Sport Business School Finland has conducted several research projects during the **WRC Neste Oil Rally Finland** –event in Jyväskylä since 2011

The aim of these researches has originally been to collect in-depth information about **customer satisfaction** of different types of spectators and participating teams.

During the past two years the studies have included the **economic impacts** of the event to hosting city, **brand perceptions** and **personal value structures** of the **spectators**, **expectations and satisfaction of event partners and sponsors** as well as the **views of the local citizens**.

The data collection has generated a database of more than **6000** interviews which is systematically gathered and organized to a set of databases that can be considered an **ERP** (Enterprise Resource Planning) system that can be used as **CRM** (Customer relationship management) system for event organizer.

Webropol Ltd. Is the provider of the on-line survey analytics software and the overall development of SBI has been and still is part of their R&D&I.

The goal of this presentation is to:

1. Illustrate the application of business intelligence in the context of sport event
2. Introduce the idea of Sport Business Intelligence.

BI FRAMEWORK I

Business intelligence (BI) is a set of theories, methodologies, architectures, and technologies that transform raw data into meaningful and useful information for business purposes.

Large amounts of unstructured data are analysed to identify and develop new opportunities.

Making use of new opportunities and implementing an effective strategy can provide a business with competitive market advantages and long-term stability (Rud, 2009).

BI FRAMEWORK II

BI combines products, technology, and methods to organize key information that management needs to improve profit and performance.

More broadly, we think of BI as business information and business analyses within the context of key business processes that lead to decisions and actions and that result in improved business performance.

In particular, BI means leveraging information assets within key business processes to achieve improved business performance

(Williams & Williams, 2006).

BI FRAMEWORK III

The core idea of BI is to provide **historical**, **current** and **predictive** views of business operations.
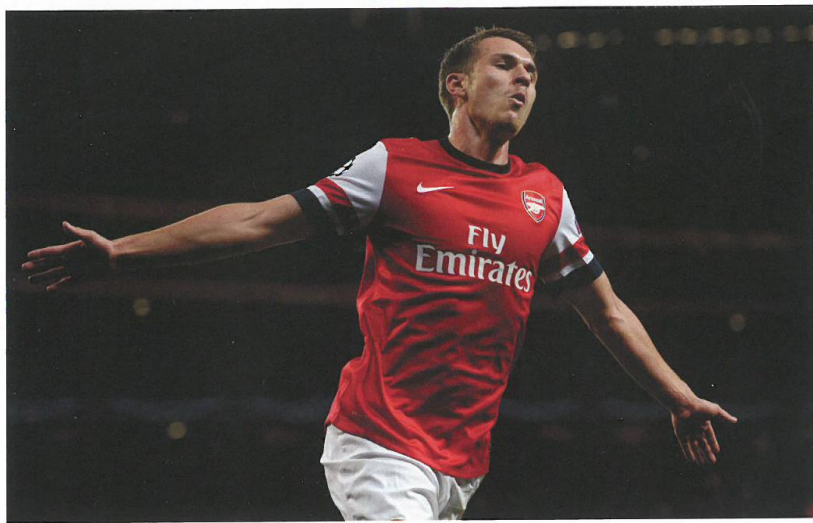
In terms of functions, BI includes for example

- reporting,
- analytics,
- data mining,
- online processing,
- business performance management,
- benchmarking,
- text mining,
- predictive and prescriptive analysis.

LEAD TO FRAMEWORK OF SBI

The increased volume (and stakes) of sport business-driven activities has necessitated sport organizations to adopt sound business practices. For example, the relationships between teams and sponsors aim to combine the marketing efforts and capabilities of sponsor and sport rights holder.

When the British football team Arsenal published its sponsorship renewal with Fly Emirates, the worth of the agreement was **£ 150 million**.

One of the cornerstones of this agreement was the Customer Relationship System that Arsenal had successfully renovated (Sportbusiness.com, 2013).

Emirates: eager to tap into Arsenal's data - Getty Images Sport

CUSTOMER COMES FIRST

Arsenal's revamped Cust...

SportBusiness International • No.186 • 02.13

...ttew Glendinning reports.

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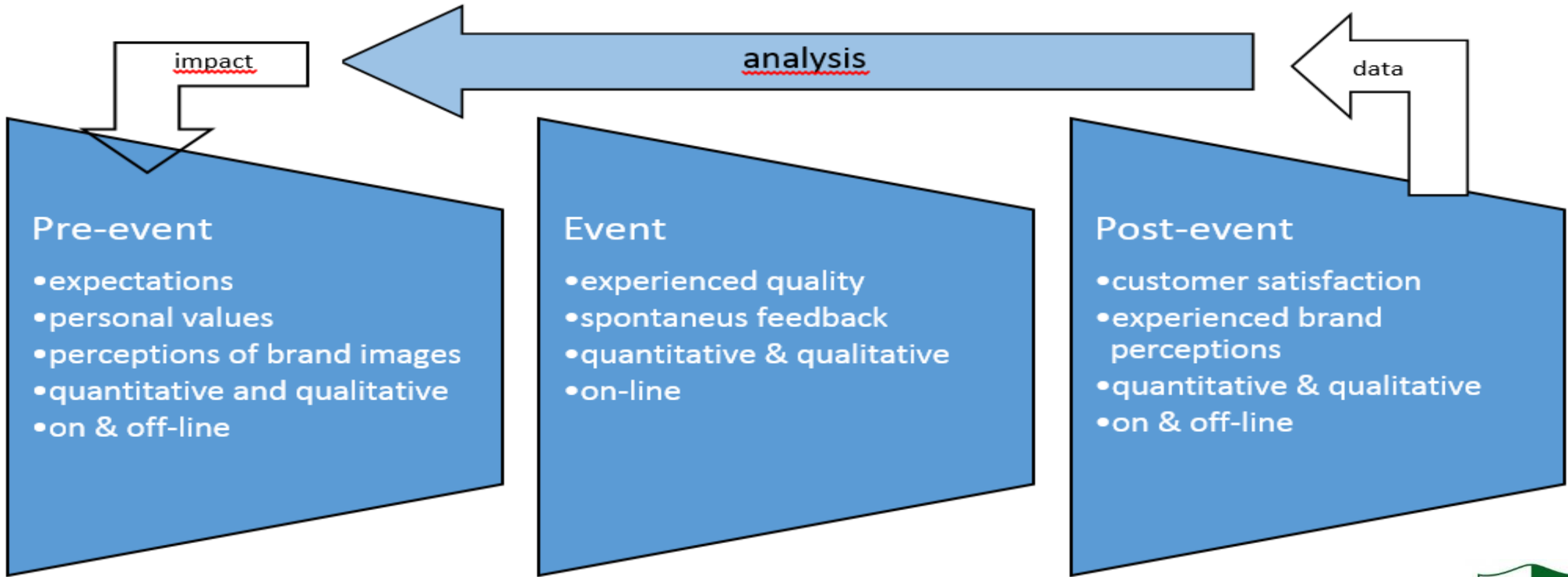
Ideo vivimus, ut taedium aboleamus

SBI FRAMEWORK

When defining *Sport Business Intelligence* (*SBI*) the idea is to **combine** rational and continuous development of sport events and organizations using **advanced data-collection** and **sophisticated analyses** to support informed decision and **quality** improvement.
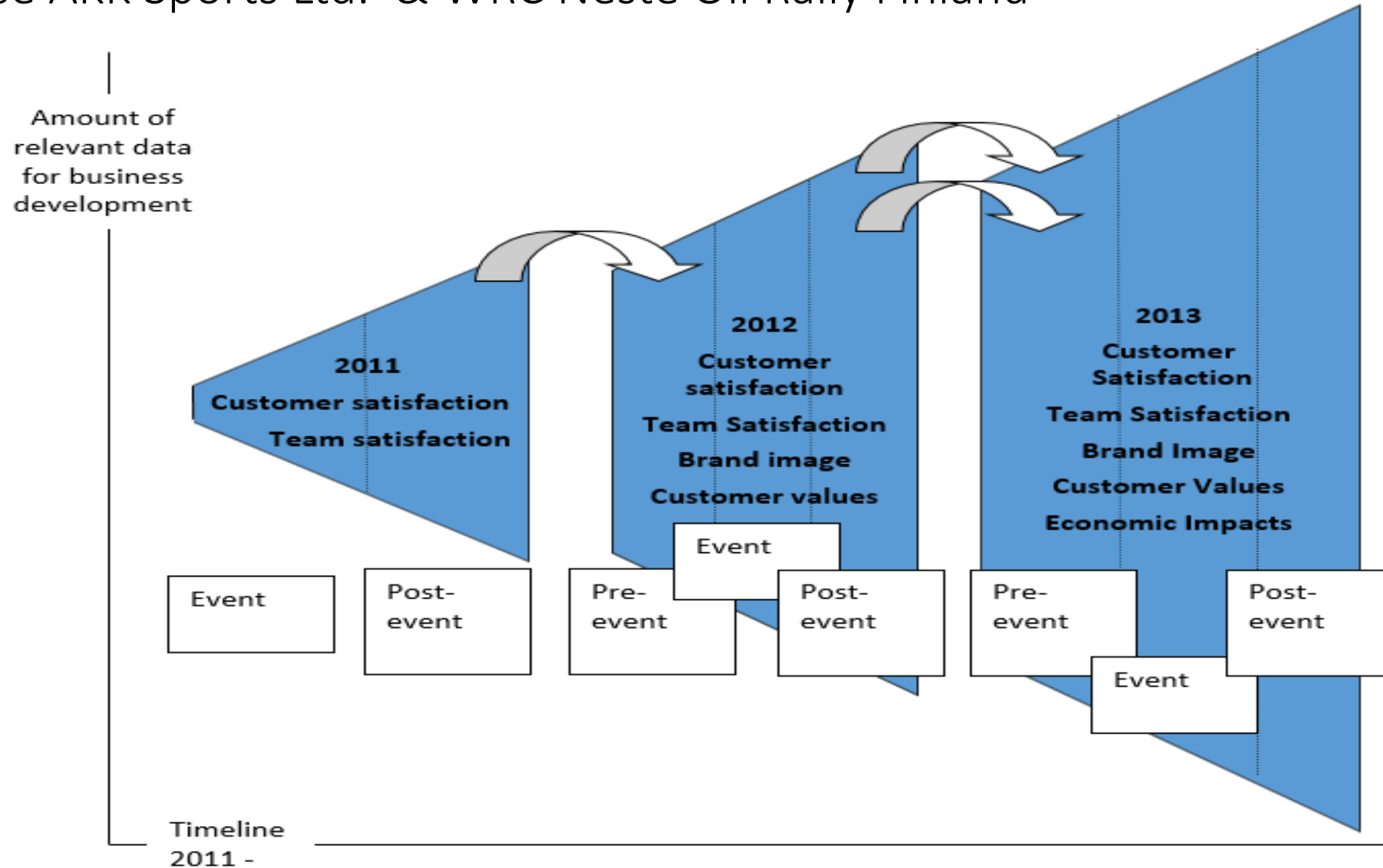
The core idea of Sport Business Intelligence is to apply the models of modern **customer-oriented** business to sport.

PROCESS OF SBI APPLIED TO A SPORT EVENT

analysis

impact

data

Pre-event
- expectations
- personal values
- perceptions of brand images
- quantitative and qualitative
- on & off-line

Event
- experienced quality
- spontaneus feedback
- quantitative & qualitative
- on-line

Post-event
- customer satisfaction
- experienced brand perceptions
- quantitative & qualitative
- on & off-line

Tynan & McKechnie (2009)

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CUMULATION OF DATA FOR SBI,
case AKK Sports Ltd. & WRC Neste Oil Rally Finland

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		2011	2012	2013	(2014)	Total
Main target for BI data collection						
Customer Satisfaction/ Face to face		434	331		675	
Customer Satisfaction/ Rally Websites			712	548	680	
Team Satisfaction		84				3479
Partner Satisfaction				15		
Spectator Values & Brand Perceptions			360	371		
Organiser Values & Brand Perceptions					37	
Volunteer Values & Brand Perceptions					50	1049
Team Values & Brand Perceptions					231	
Economic Impacts for the host city				1793		1793
Relevant responses in total		518	1403	2727	1673	6321

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DATA CUMULATION AND STRATEGIC GOALS 1/2

Spectator, partner and participating team satisfaction and willingness to recommend the event

Strategic strengths of the event and their validity amongst different stakeholders

Values of the spectators, teams, organizer and volunteers

Strategic fit of all stakeholders and partners

Perceptions of Rally as sport (brand) amongst spectators, teams, organizer and volunteers

Strategic fit of the brand images

DATA CUMULATION AND STRATEGIC GOALS 2/2

Motivational factors to attend the event amongst spectators, teams, organizer and volunteers

Understanding of the expectations of different stakeholders

Economic impacts of the event

The value to the hosting city, residents of the region and the partners

Effects on the brand image of the host city

The value in terms of branding for all stakeholders and local residents

IMPLICATIONS AND DISCUSSION 1/2

Business intelligence as an approach to **business development** is useful and applicable in **sport events**.

Sport and especially sport events **require** a specific type of application of business intelligence ideas, as the specific needs and requirements of this type of business are eminent.

The Sport Business Intelligence approach requires **understanding** of the specific features of Sport event and a well structured strategic planning that combines the interests of different stakeholders.

The term and idea of Sport Business Intelligence can be identified as a **specific type** and **application** of Business Intelligence.

Questions?

Thank you very much for your attention.

Risto Rasku,

JAMK University of Applied Sciences

Sport Business School

risto.rasku@jamk.fi

Tel. +358 40 700 4920

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