



# Saved ~15% of Critical Staff Bandwidth by Limiting Live Conversations & Escalations

How GameOn Optimized Budget & Saved Time for 3 USL Teams



“GameOn created our chat, dubbed the ‘RoRobot’, to answer hundreds of fan questions about the team, schedule, tickets, gameday, retail and more. With RoRobot’s intuitive responses, Republic FC fans can quickly get the answers they need, which frees up hours of our staff’s time.”

**Justin DuBois** — Director, Ticket Operations & Strategy at Sac Republic FC

**Products used:**

- Knowledge Capture AI
- Consumer Portal
- Conversational Data





# Meet 3 USL Championship Franchises

The United Soccer League (USL) is the largest and fastest-growing professional soccer organization in North America with over 125 member clubs. The highest level of USL is “USL Championship”, which includes more than 30 clubs across the United States and Canada.

## Orange County SC

Orange County SC was the 2021 champion and is rapidly expanding their regional footprint.

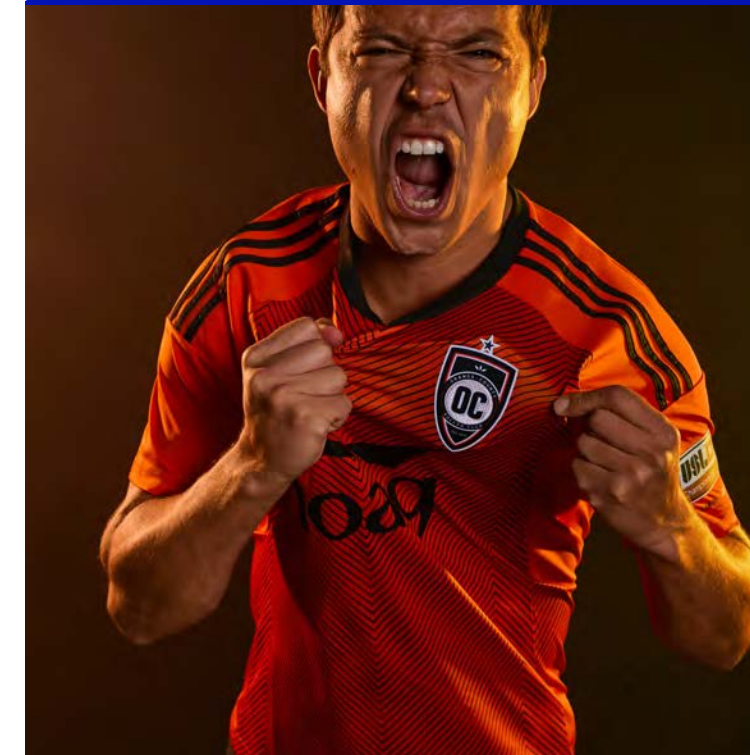
## Miami FC

Miami FC represents one of the most demographically-diverse cities in the league.

## Sacramento Republic FC

Sacramento Republic FC has long been one of the league’s attendance leaders.

Each franchise has built on the growing passion for soccer in the United States and globally and are positioned to accelerate their growth with the 2022 FIFA World Cup set to begin in November 2022.



# The Challenge

USL franchises operate with lean staffs and substantially smaller operating budgets than teams in the major four pro sports leagues. With limited staffing and increased fan interest, a chokepoint emerges with hundreds of questions, inquiries, phone calls and texts impacting team efficiency as matchday approaches. Add in digital ticketing hurdles, language barriers and stadium management constraints as primary tenants (rather than owners) and the obstructions to success grow.





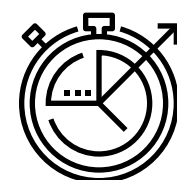
# The Solution

GameOn helped three unique USL franchises spend less time answering questions, so they could achieve more.



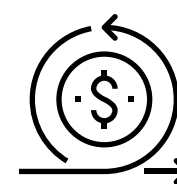
## Saved overall staff bandwidth by ~15%

Drastically increase staff bandwidth by eliminating wasteful, repetitive actions



## Built in 5 days

Indexed, built within 5 days, tested and managed hundreds of responses to various areas of fan inquiry (including retail, ticketing, fan engagement and guest experience) using Knowledge Capture A.I. with virtually no time or resource lift from the franchises



## Revenue Influencing

In 1st month of unpromoted use for one USL franchise, 47.9% of inquiries focused on revenue-generating activities (ticketing, retail, camps)

\*According to GameOn's time & savings calculator tool available at [GameOnTechnology.com](https://gameontechnology.com)



Did we win our last game?

Yes, we won 3-1 vs Tampa Bay

Are you interested in tickets to the next match?



Buy Tickets

Videos

Stats





# The Outcomes

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“We're a small staff. If we're on our phones it's usually trying to capture content for Instagram, for Twitter, Facebook, for any social platform. We don't have the time to enter all these questions. For me that has been huge because we don't have to focus on that customer service side of things that maybe before we had to. At the end of the day, if someone says, 'hey I want tickets for tonight' and no one answers, that's a client that we would probably have missed out on. Ultimately now we don't have to worry about that and we can focus on content that lives on social media.”

**Nico Castillo**

Director of Communications, Miami FC



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“Any way we can use innovation to improve our fan engagement, we are open to it. We have a disproportionately wide reach for a club of our size as we look to balance our community engagement with our global brand building. So we deal with a flood of inquiries at different ends of the spectrum - from locals wanting to know about tickets, community engagement and mascot programs, through to our new international followers wanting merch shipping info, club background, wanting to watch highlights and understand where they can access broadcasts. This technology gives our fans what they want and need but also saves our staff valuable time. We're excited to work with GameOn - anything that is good enough for the likes of Arsenal and the NBA, is definitely something we want to explore.”

**Dan Rutstein**

Interim President, Orange County Soccer Club

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