

What does digital mean? Ballers Academy

Founded in 2013 and spearheaded by Richard White as Community Director, Ballers Academy has emerged as a cornerstone of independent sports organisations in Southwark, London. Renowned for its commitment to delivering football, sports, and mentoring programmes, Ballers Academy serves over 1000 local residents weekly, spanning various age groups, abilities, and target audiences. Our mission is to kindle a love for sports, bolster mental well-being, and pave pathways for progress in sport, education, and employment.

Why 'digital'?

Pre-digital transformation, Ballers Academy delivered football sessions to the local community, operating a paper-based registration system, burdened by administrative complexities and more than likely offering a less than adequate digital customer experience.

What has your digital transformation journey looked like so far?

Setting out our long-term vision, and understanding the important role of digital in delivering on this vision, we began our digital transformation journey - starting with our session registration, booking and monitoring processes.

Ballers Academy previously relied on traditional, paper-based registration methods, managing operations by manually recording participant details and monitoring processes on Excel spreadsheets (very time consuming!).

Realising the necessity for efficiency and accessibility, we partnered with Eequ to usher in a new era of digital innovation. The adoption of an online platform for activity bookings kick started our digital transformation journey; streamlining our approach to deliver better value to customers, but also enhance operational efficiencies.



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Our digital transformation has continued to develop and evolve; since partnering with Eequ we have also developed a new website (of which we've integrated our booking and monitoring system), built an online shop selling apparel, and finally taken on the management of a new facility which is now available for hire by the public and community groups (managed online).

What benefits have you experienced?

We have witnessed a remarkable transformation - the benefits derived from our digital evolution are profound. Increased participation rates, streamlined monitoring procedures, and enhanced visibility are just a few fruits of our digital labour.

Our strategic decision to undergo digital transformation has enhanced our organisation's efficiency (for both clients and staff) whilst also aligning to contemporary technological trends helping us to deliver a better customer experience and connect with a broader audience in a more accessible manner.

Despite encountering challenges, with all our digital plans, we have actively sought engagement from our users to emerge stronger - including feedback from youths, individuals with special needs, and even carers. Today, our digital journey stands as a testament to our resilience and commitment to progress.

What's next...

As Ballers Academy charts its course for the future, our digital priorities are clear; sustaining and enhancing digital visibility, leverage digital technology to better assist and support vulnerable individuals in accessing our programmes, further enhance staff efficiency by optimising processes through digital solutions.

To fellow community sport and physical activity organisations embarking on their digital journey, Ballers Academy extends invaluable advice: the key to success lies in fully understanding your target audience and placing them at the heart of any digital decisions you take, making sure you're careful to align and balance business need with customer experience.

