



More Than a Game: Creating Legendary CX One Fan at a Time



Fanatics History



*Started in 2002 as a small retail store,
located in a Jacksonville, FL mall*

- Fanatics was established - **2011**
- Fanatics Verticals
 - -ECommerce
 - - Collectibles
 - Topps – **2022**
 - Live (shopping) -**2023**
 - -Betting and Gaming - **2023**
 - -Events - **2023**
- Sports and Collector Fan Events -**2024**

Transformation

Hypergrowth since 2021 placed strain on people, process and technology

The contact center is the **heart** of any business. Our **Fan** experience interactions **influence the relationship** with our brand. It's **not just** about **resolving** problems – it's about **building and strengthening** the relationship with Fans.

Started Solving Speed and Efficiency with Technology

- **NPS + Insights**
- **Telephony Enhancements / AI Bots**
- **New Processes**
- **New Channels**

The real value came from:

Listening to what is **important** to our Fans and listening to **why** that is important was the understanding. In a digital age where technology solves a lot, our Fans wanted humans to understand. We heard passion, we saw raw emotion and we understood a meaning that was much greater than clothing, hats and footwear.

This understanding fueled our strategy centered around passion, emotional connections and purpose.

“Every Package Has a Story”

We defined our brand **Purpose** = Relentlessly improve the Fan CX – Do the Right Thing!

We defined our brand **Meaning (why)** = Sports connects the world (generations, borders and cultures) through passion

We defined how our brand **Connects** = Connecting people to something bigger (memories, community, pride and greatness)

Beloved brands differentiate. They understand their purpose, meaning and connection

- Great Customer Experiences
- Great Story Telling
- Listen to what is important

*Our brand purpose, meaning and connection opportunity became the **foundation** of our **culture rooted in passion, identity, and shared experiences** infused through **every corner** of our business*



The Fan Experience Arena



Elevate the Fan Experience (Consistency)

Identifying a Single “Point of View” Rooted in Fan Obsession
Build trust with Authentic and Transparent Communication

Reframe The Customer **Service Role (We Gave it a Persona)**

Our Athlete’s Know Their Role and Impact to Every Single Fan = Giving Purpose

Align Job Title, Responsibilities, Values and Environment to Support the Employee Experience

Reinforce and **Celebrate** the Moments our Athletes Created

When our Athletes Could See Their Impact and Feel the difference Made, It Was Magic!

Create Opportunities for Employees to Connect with Fans

- HandWritten Notes, Order Additions “on us” , Verbal Connections

Extended to other Organizations to Infuse

Tell the **Story**

Internally with Leadership and Teammates

Pictures, Letters, Posts, News, Company Videos and Town Halls

Prioritize Fans

"The Fans are the most important part of the game. Without them, there is no game." – Jerry West

Lead With Emotion to Drive Performance

Performance Measurements That Drive The Right Behavior

- NPS is “World Class” +60
- Reframed CSAT to CDS (Customer Delight Score) is “World Class” + 0.5
- Quality Expectations > No Checkbox
- FCR is “World Class” +5%

Communicate The Right Information at The Right Time

- Knowledge Provides Confidence
- Keep it Fun and Interesting
- Explain the Why

Introduce Use of AI and AI Voice, Chat Bots

- Determine What is Important to Avoid Friction
- Measure Ease of Use with a Customer Effort Score (CES = loyalty) is 4.5
- AI Conversational Insights and Coaching Feedback
- AI to Quickly Summarize Large Data Sets

Ensure a continuous feedback loop with Leaders of the Business to Keep Customers First

- Performance
- What are Fans Saying
- Friction Points and Impact