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**FANATIC**

# 46% Increase in Ticket Booking Rate for Fanatic Sports

*Navsoft empowers Fanatic Sports to deliver the highest level of hospitality for sports events of every scale, at par with the size and complexity of the Olympics.*





# Client

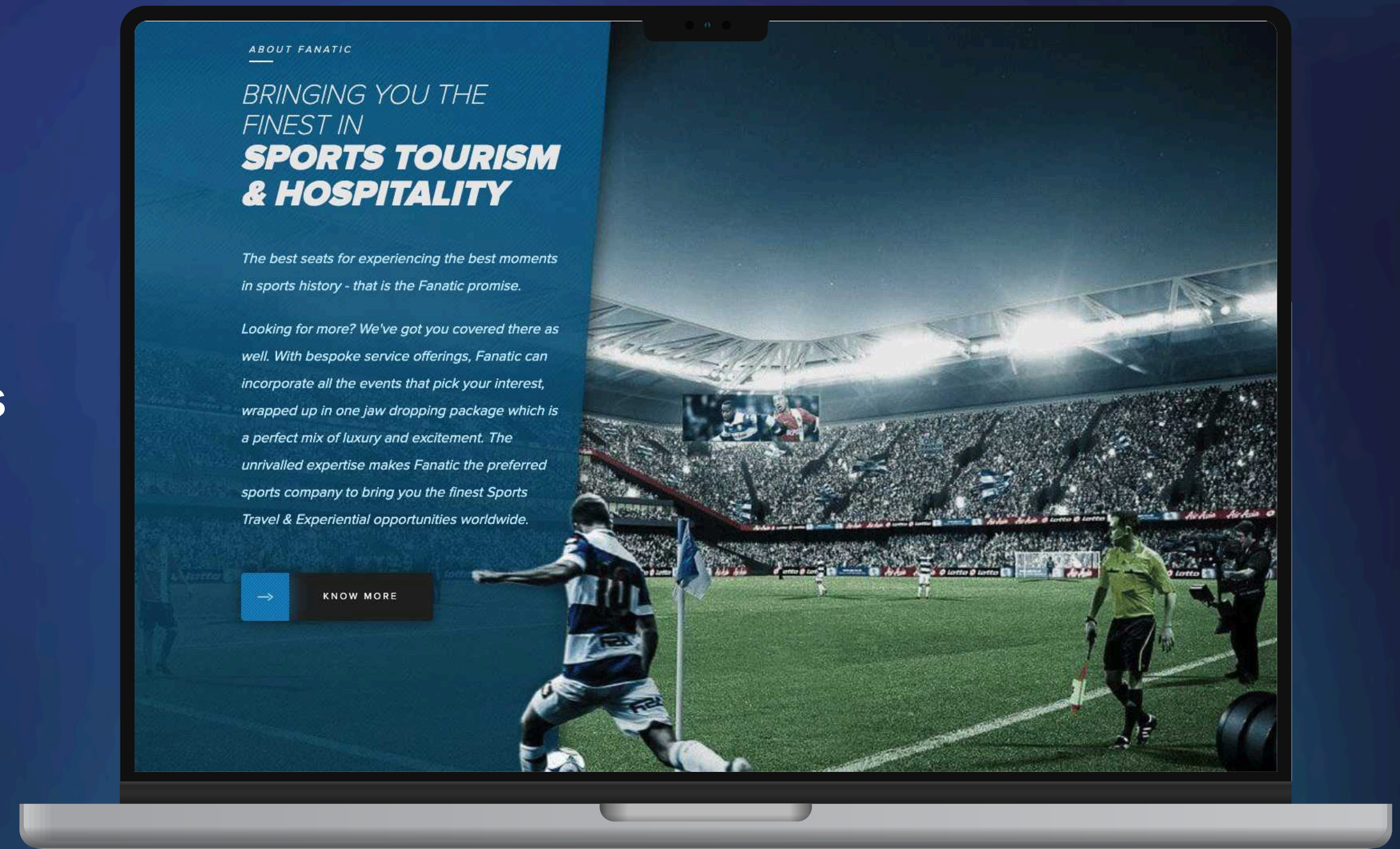


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Fanatic Sports is a global leader in sports ticketing and hospitality, supporting some of the top sporting events like the Commonwealth Games, cricket world cups, the Olympics, UEFA European Championships, and Wimbledon, to name a few. Their mission: to transform fleeting moments into lifelong memories for sports enthusiasts worldwide.

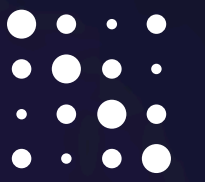


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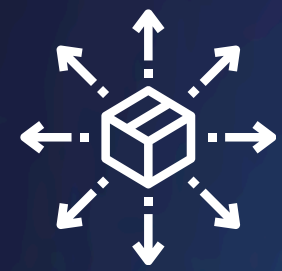


# Challenges



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As a global sports ticket reseller, Fanatic had to navigate a complex landscape when managing global sports travel and hospitality. The sheer scale and intricate nature of their offerings presented certain barriers:



## Monumental Logistical Puzzle

Managing thousands of tickets, VIP packages, and corporate incentive travel itineraries for events spanning continents.



## Lack of Personalization

The goal of delivering personalized experiences was affected by the limitations of their existing systems.



## Anxiety of Missing Leads

Having siloed data meant missed upselling opportunities, delayed responses, and no holistic view of the customer's journey.



## The Bottleneck of Manual Work

From initial inquiry to final itinerary delivery, many processes were bogged down by manual efforts.



# Navsoft's Solution



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Navsoft developed a digital ecosystem, a "command center" for Fanatic Sports. Our advanced ticketing system ensured every journey was as flawless as the events themselves:



## **Ticketing Platform Development**

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A scalable platform that served as the single source of truth for all ticketing arrangements.



## **Integrated Hospitality Management**

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Manage tournament tickets, hotel rooms, and travel passes all together to reduce manual work.



## **Smart Data Analytics**

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Delivered thorough insights into online traffic and millennial visitors, making it easy to create personalized journeys.



## **Seamless Integration**

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Leading payment portals were integrated to increase the payment success rate, allowing Fanatic Sports to recover more revenue.





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# Key Results

Navsoft's travel solutions propelled Fanatic Sports to new heights of operational excellence and customer delight:

**35%**

Increase in Online  
Conversion Rate

**26%**

Increase in  
Website Traffic

**46%**

Increase in Ticket  
Booking Rate

**42%**

Boost in Online  
Financial Transactions

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**Ready to Achieve Similar Results?**

Let's discuss how Navsoft can address your unique challenges and goals.

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