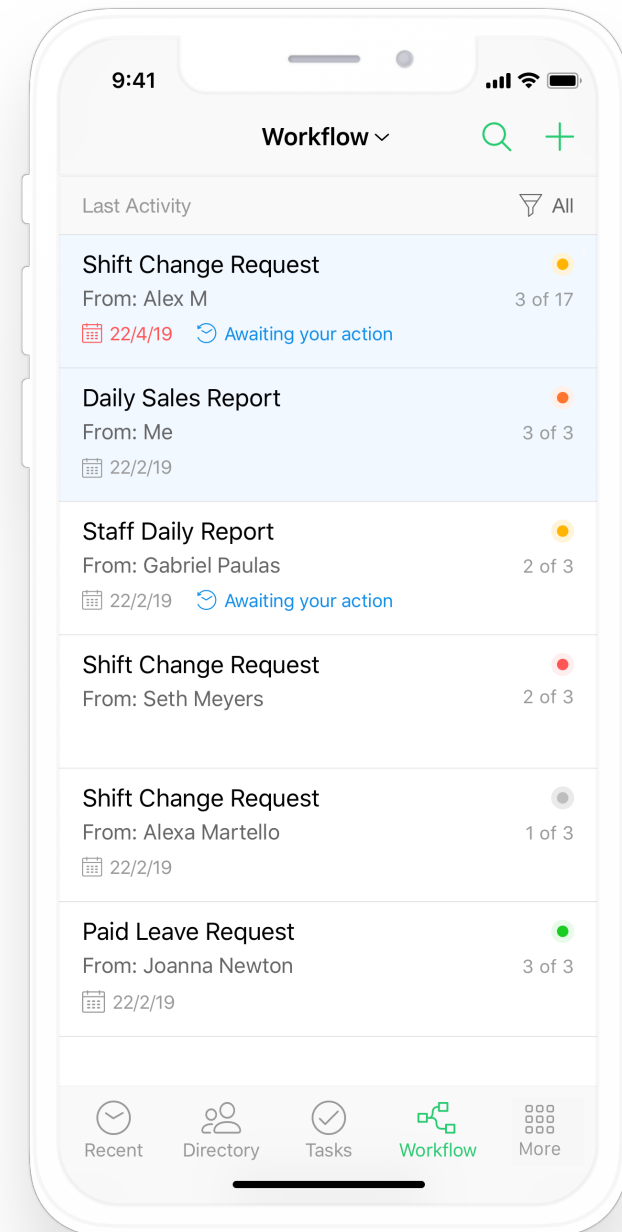
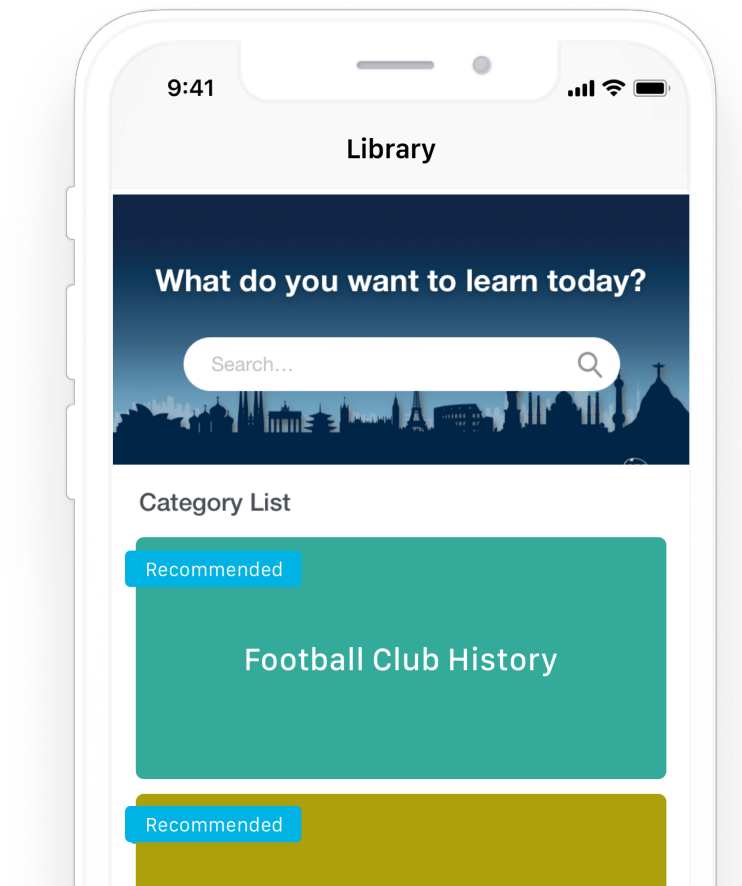




# Eko x Sports

Use Cases



# Empowering supporters trust to bring comradery and community spirit back through an engagement and communications platform

## Company profile

The official supporters' trust of a famous football club with over 200,000 members. Community seeks to strengthen the influence of supporters over the destiny of their clubs through democratic supporter ownership.

## Challenge

A sense of community within fans seemed to be gone: supporters were not as engaged during the last couple of years. Due to community size, it was not easy to share updates among its members and maintain a certain level of connection between the supporters.

## Goal

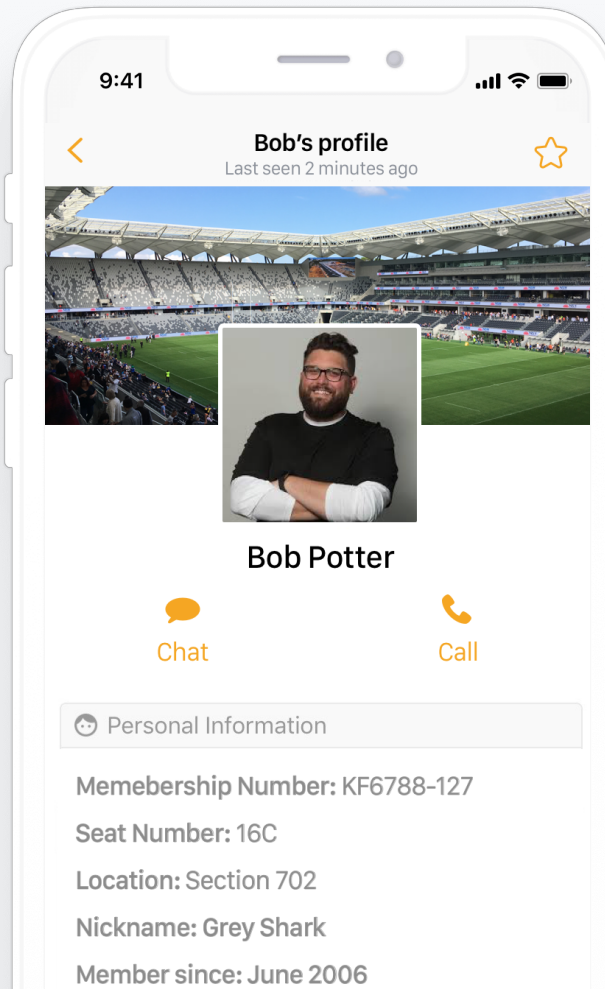
The trust wanted to produce a simple, bespoke mobile fan app to help fans build connections, relationships and communities within their blocks at the games and across various regional supporter groups. The goals are twofold:

- 1) Build a powerful collective fan base, to effectively harness the voice of the fans
- 2) Rebuild a sense of community within fans to improve match day atmosphere

## Solution: The supporters communication & engagement platform

### Use Case 1

Supporters communication and engagement platform that brings comradery back.



Supporters have a transparent community with user profiles consisting of information about their membership and location. Supporters can find each other via Directory and get to know other fans from the same section, or reach out to community support to get help or urgent information. Eko serves as a modern version of a community forum with many capabilities and instant access to the information needed.



Mark Jason

Hi, supporters! We are really excited to announce our next Members Meeting on July 28th! Register and see our agenda here: [bit.ly/hJihsj1](https://bit.ly/hJihsj1)

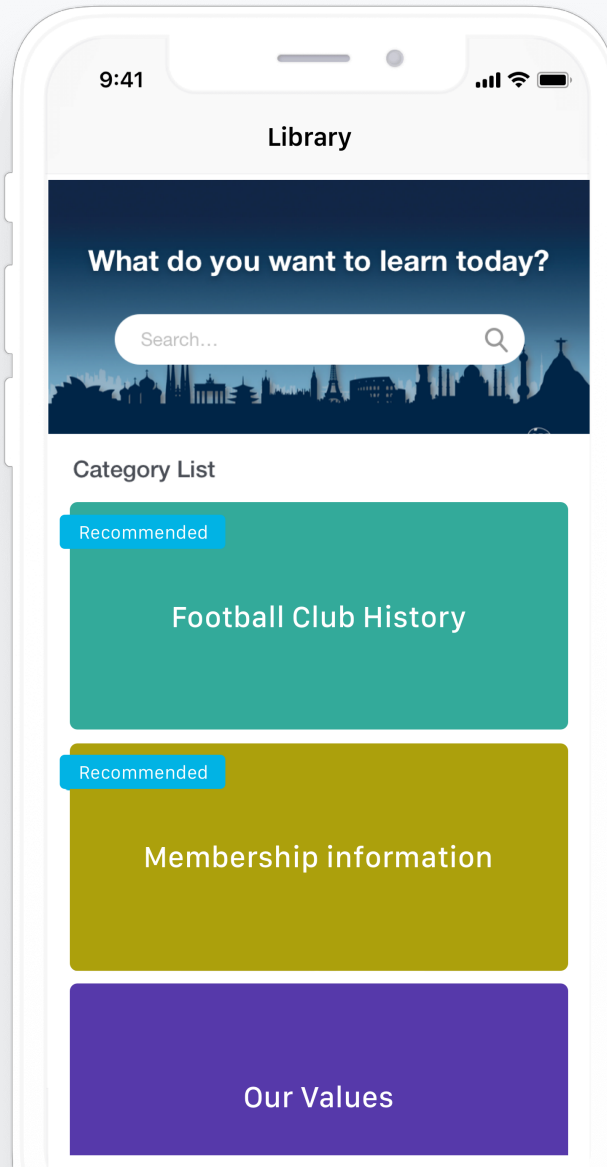
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With Eko broadcasts it's really easy to share updates and news about community meetings, match schedules and other relevant information.

There are section-based groups where supporters can exchange their joy, engage with each other and bring back the spirit of comradery. The ability to set up custom stickers allows for a deeper connection and conversation between fans.

## Use Case 2

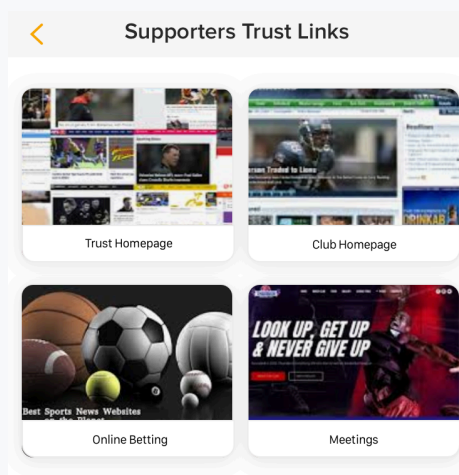
Mobile-first knowledge and information management platform.



<< **Eko's Library** allows community managers to centrally keep all the essential documents: membership policies, codex, match and members meetings details, and more.

All the community members can easily access this knowledge library right from their phone at any time.

**Web apps feature** allows to collect all the community-related websites and portals into one place — ensuring everyone has access to the relevant information:



## Results

Eko allowed the trust to build a collective fan base and ensure that all the members have access to all the community knowledge, and people.

Rebuilding a sense of community within fans helped to improve match day atmosphere and overall members' engagement.



# Increasing employee engagement and decreasing organizational barriers with Eko

## Company profile

A global food service company operating in the lodging, sporting, airport, gaming and entertainment industries with over 80,000 people worldwide.

Companies Sportservice provides premium dining, catering and retail services to sporting and entertainment venues in the United States and Canada. The company operates at over 190 venues including major stadiums in the US.

## Challenges

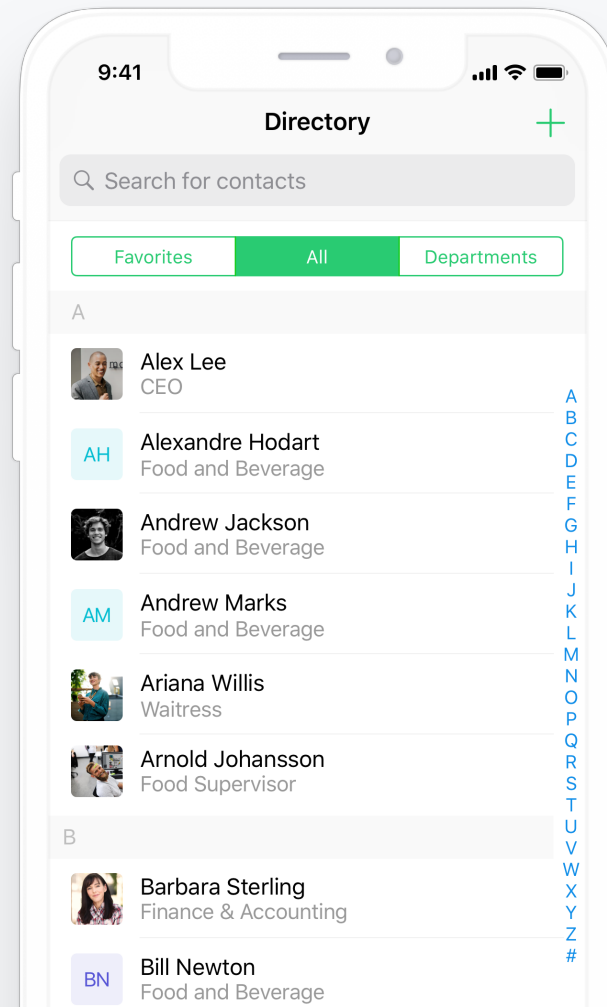
- Lack of ability to communicate between HQ and the associate level
- Organizational / location barriers
- Frontline employees are disconnected and are not always in the loop about important updates
- No real-time visibility in processes
- Lack of company spirit and low employee engagement; lack of internal communication methods
- High staff turnover and the associated costs

Solution:

## All-in-one employee platform

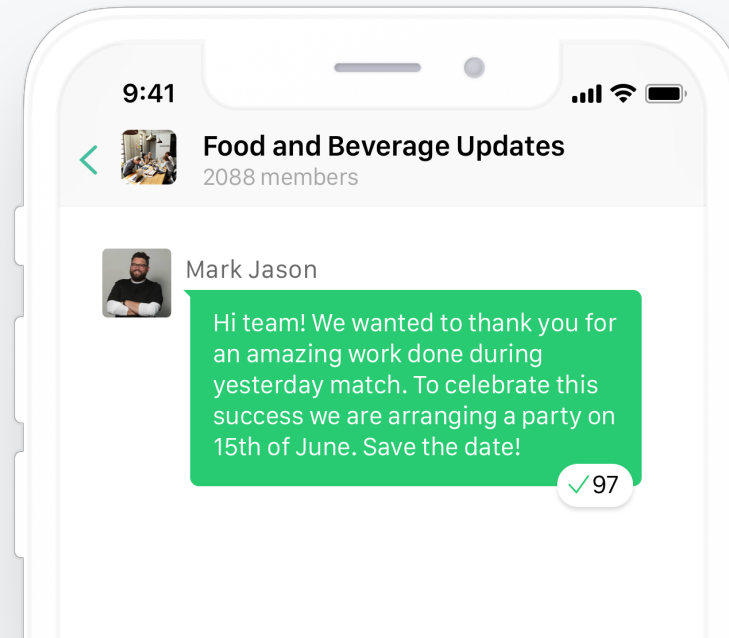
### Use Case 1

Unified communication platform: connecting employees from all levels and locations



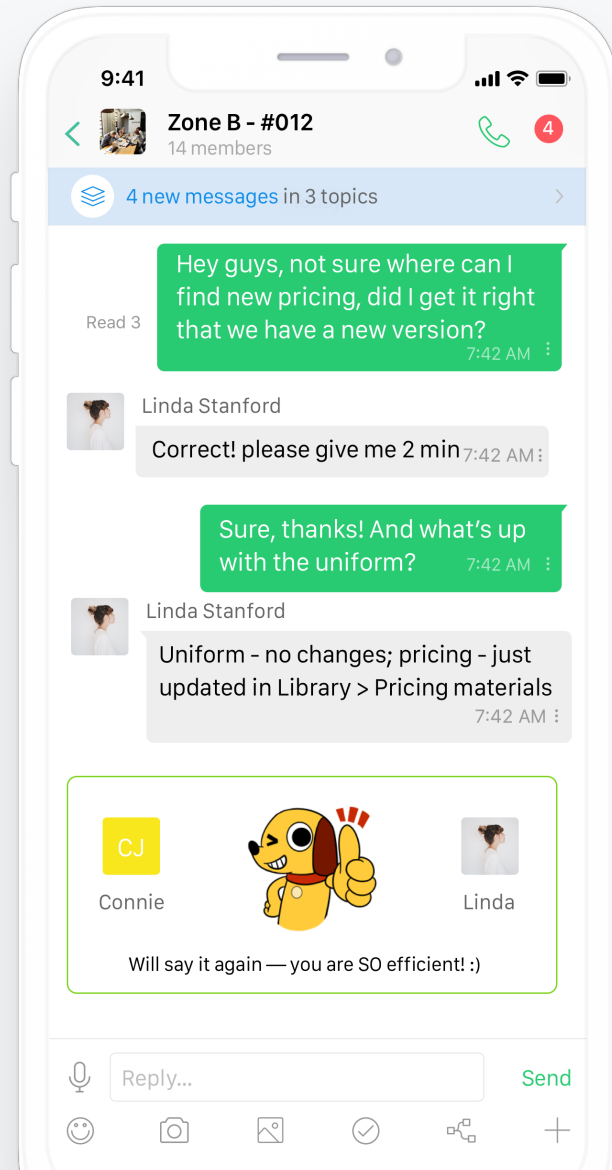
Company's employees are now able to **communicate with every single staff member**, no matter if they are in HQ or selling Hot dogs at a baseball game. That tremendously changed the way employee feel about their job and creates a sense of belonging which was missing with the previous communication methods.

**Eko's Broadcast** feature >> allows to instantly send an important update out to the entire staff or even a selected location. Eko Broadcasts come with the ability to track who read the message and measure overall engagement level, which helps company to be more informed about their staff.



## Use Case 2

Platform to increase employee engagement and reduce turnover.



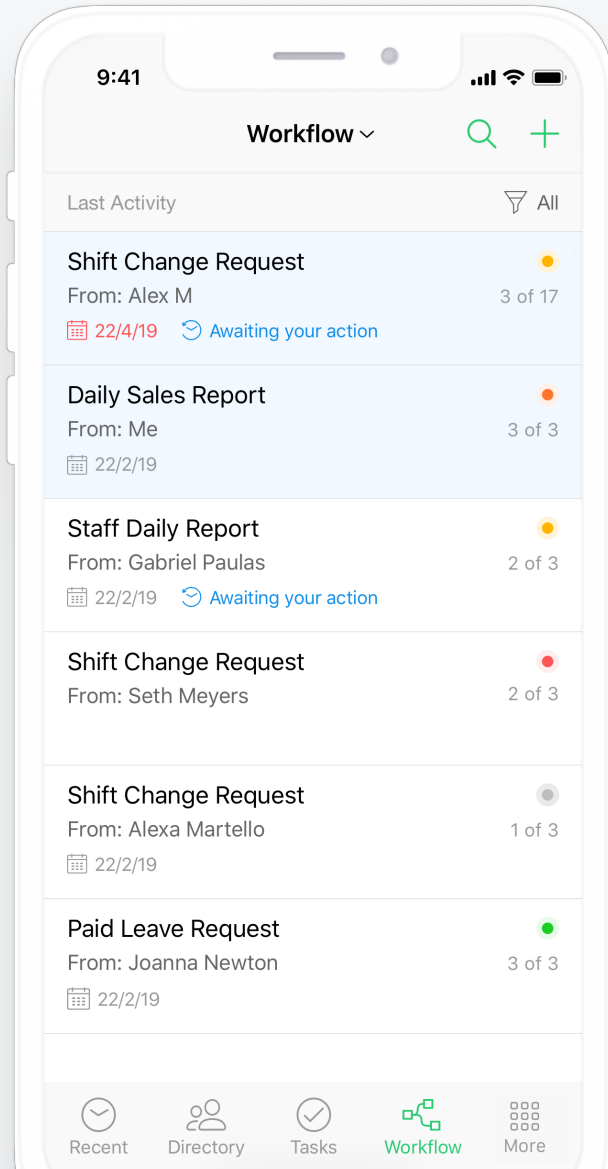
An important challenge is staff turnover — once the certain season is over, company wants to make sure that their seasonal staff will come back the next season. With a platform like Eko it's **possible to engage with all levels of staff and create corporate culture that makes people stay**. Company aims to reduce the turnover and grow the number of associates that return year after year.

One more option to promote the company brand and increase employee engagement is **Eko's Thumbs Up** (commendations) feature. Company created their own custom commendation stickers based on their brand values as a way to standardise rewards and recognition among their many locations.

**Frontline staff are excited and proud to get recognized by Senior management**, which boosts team engagement and creates a better connection between employees from various levels and locations.

### Use Case 3

## Replacing slow paper-based processes with digital workflows



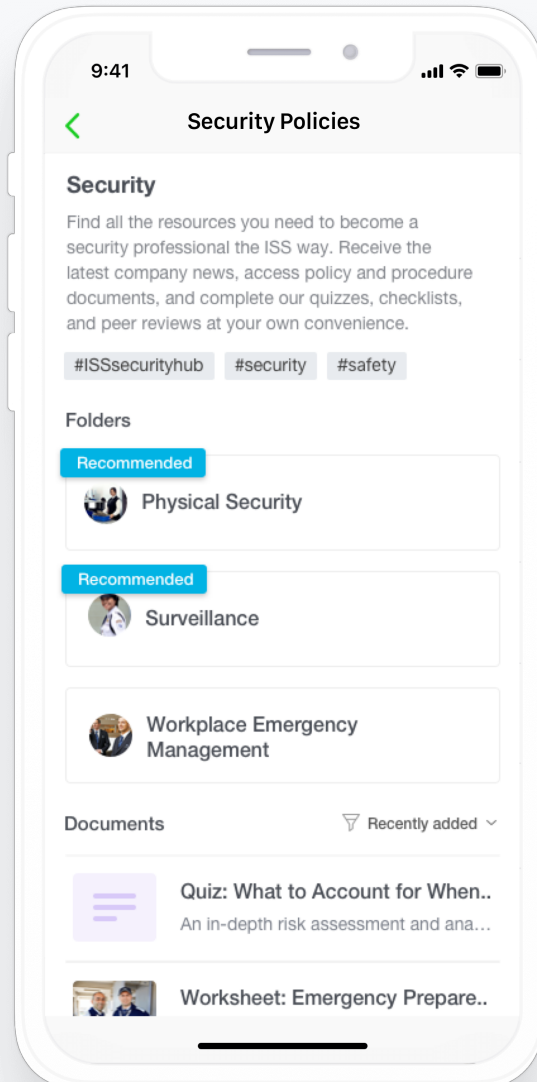
Eko allowed to replace paper-based processes with **digital workflows**.

Previously, staff had to punch in and out of work every shift, and if an employee was forgetting to do so, additional paperwork was required.

With the new Eko workflow, the associate can fill in the form on their phone if they forget to punch in and out, and this workflow will firstly go to their manager to be approved, and later to payroll to be paid. Such a process saves a lot of time and improves operational efficiency statistics.

## Use Case 4

### Modernising knowledge management and on-boarding process with Eko e-Learning



**Eko's Library feature** allowed to centrally keep all the on-boarding materials and improve the process of bringing new employees up to speed.

All company materials, policies, checklists or training videos are stored in the same place and can be centrally updated.

Company's frontline staff can easily access all the materials from their phone, and they can be confident that they are always reading the latest version of company documents.

## Results

With Eko, company was able to upgrade their internal communications and create a totally different level of connection between their dispersed teams.

Eko allows to increase employee engagement and create corporate culture that thrives and is attractive for staff, which helps to lower down employee turnover.

Digitally empowered communications and operations translate into increased team efficiency and employee happiness.