

# Manchester United Improves Digital Support to the Fan Experience



Manchester United, one of the most popular and well-known sports teams in the world, has developed a fully integrated partnership with TeamViewer to enhance digital support for fans.

## Initial Situation

Over recent years, there has been a significant increase in the demand from Manchester United supporters wanting to purchase tickets and manage their accounts online. This combined with the need for a more holistic approach to digital support functionality across a variety of the club's online platforms, has led to Manchester United heavily investing in this area.

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**Sam Kelleher, Head of Ticketing & Memberships  
at Old Trafford, Manchester United**



## Business Challenge

In response to Covid-19, like many businesses, Manchester United had to accelerate digital transformation.

Recognizing that supporters have varying levels of digital experience and capabilities, there was a need to provide better online support to fans, including:



Replacing ticketing platform



Moving to digital ticketing & virtual fulfilment



Enabling online self-service



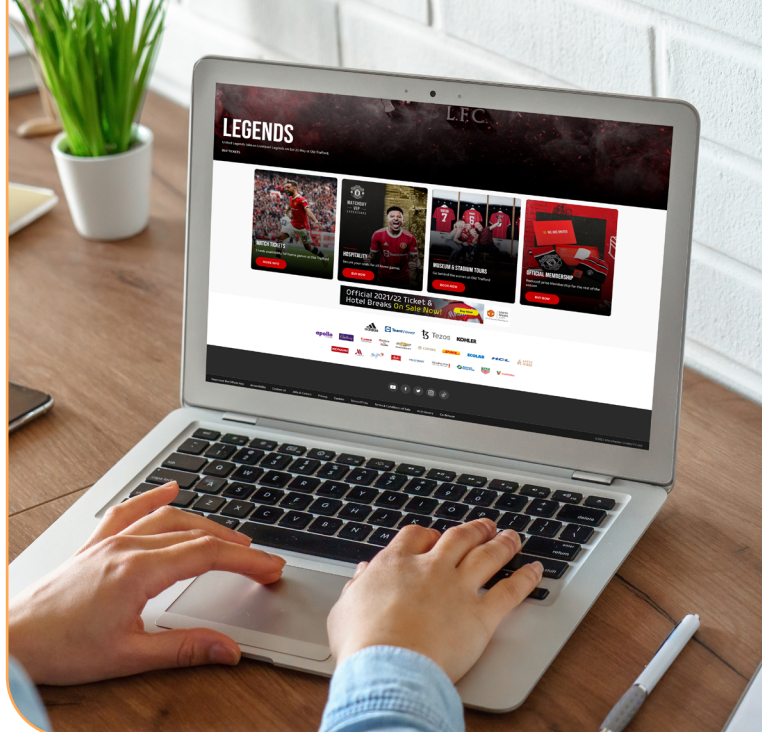
## TeamViewer Solution

TeamViewer Engage has allowed Manchester United to provide a vastly improved supporter experience, allowing a better understanding of online supporter service requests, enabling to directly guide a customer through their ticketing purchase as if they were in the same room.

Before TeamViewer Engage was implemented, if fans were having trouble during their online purchasing process, they were required to describe the issue or query to an advisor on the phone. The advisor navigated in their own browser attempting to identify and replicate the issue. Some issues are not replicable for the advisor given these can be device, operating system, or browser specific, or may be due to the wrong information being entered or a host of other reasons e.g., the fan may not be logged into the correct account etc. TeamViewer Engage's co-browse capabilities provide a service akin to a virtual ticketing office.

"When a supporter reaches out to the contact center with a query relating to their online ticketing journey, or just requires assistance through the process, with the aid of TeamViewer Engage the supporter can provide permission for an advisor to connect to their browser by the simple click of a button. This permission is visible within the TeamViewer advisor console, allowing us to remotely connect and take control of the supporter's online journey, guiding them through the checkout process, resolving their issue quickly and efficiently" said Sam Kelleher, Head of Ticketing & Memberships at Manchester United.

"If a supporter prefers, they may choose to simply share their screen, without providing full control and the issue can be discussed and resolved using a mouse pointer or annotation to demonstrate to the supporter how best to resolve the issue themselves. The supporter can also feel safe in the knowledge that sensitive data (e.g., their credit card) cannot be viewed or accessed by our software or advisors, protecting their privacy, and ensuring PCI DSS compliance. There is also the option for supporters to stop the screen share, if they wished, again, at the click of a button."



## Full Reporting Helps Manage Resource Allocation

Aside from the significant supporter-experience benefits, TeamViewer Engage provides business critical functionality. Full reporting is readily available within the software, it can be easily downloaded to review usage of the tool across the team on any given day. This helps identify UX and technology improvements, together with patterns of demand to help manage resource allocation for busier times, such as on the run up to a match.

"Another advantage to the TeamViewer Engage software is that it's quick and easy to implement, customizable to match with our website and easy to use. The advisor console is an intuitive website style system so minimal training was required to get people started. We could very quickly see the benefits of the software for supporters and advisors, and the ease with which we were able to resolve supporter issues from the online booking journey, which of course is a great plus for our advisors too" Sam Kelleher said. "TeamViewer Engage represents a step-change for Manchester United, removing friction, improving our technology, and ensuring we provide the best possible experience for our supporters."



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In addition, the TeamViewer Engage Customer Supporter suite is also leveraged in Manchester United's virtual events platforms, starting out by assisting a virtual partner launch in July 2021 and used across a variety of subsequent virtual club events, such as Manchester United virtual Soccer Schools sessions and Manchester United virtual Team Talk events.

"The integration has enabled the club to improve the efficiency of the user support function within the Manchester United virtual events platform and showcase how TeamViewer technology can enhance the user experience and solve various guest issues that may be encountered during events", commented Ian Fox, Head of Media Operations at Manchester United.

"This supports platform agents with Chatbots, LiveChat and Video-Conferencing capabilities to achieve greater customer satisfaction and reduced average time to resolve issues."

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**Ian Fox, Head of Media Operations, Manchester United**



## Results

### Improved customer experience

Through TeamViewer Engage, Manchester United can provide a vastly improved online purchasing experience to fans and supporters, allowing a better understanding of online service requests.

### Quick and efficient issue resolving during ticket purchase process

Through the customer engagement solution, after granted permission advisors can remotely connect to the supporter's online journey, co-browse the website with the customer to guide them through the checkout process, resolving their issue quickly and efficiently.

### Adapting to customer requirements

Customers can choose between co-browsing or simply sharing their screen, without providing full control. Through screen-sharing, the issue can be discussed and resolved using a mouse pointer or annotation to demonstrate to the supporter how best to resolve the issue themselves. Sensitive data (e.g., their credit card) cannot be viewed or accessed by advisors, protecting their privacy, and ensuring PCI DSS compliance.

### Easy and fast documentation and demand analysis

With TeamViewer Engage full reporting readily available within the software, Manchester United can download and review usage of the tool across the team and identify UX and technology improvements, together with patterns of demand to help manage resource allocation for busier times, such as on the run up to a match.

### Adapting to an increased need for immediate digital support

A wider variety of immediate support capabilities have allowed a reduction of the average time to resolve issues on the virtual events platforms

## About Manchester United

Manchester United (NYSE: MANU) is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 143-year football heritage, we have won 66 trophies, enabling us to develop what we believe is one of the world's leading sports and entertainment brands with a global community of 1.1 billion fans and followers. Our large, passionate, and highly engaged fan base provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, broadcasting, and matchday initiatives which in turn directly fund our ability to continuously reinvest in the club.

## About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere.

With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

## Contact

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