

Overview

Rugby League is one of Australia's most entertaining and popular sports. The National Rugby League (NRL) acts as the governing body for this nationally beloved game. Telecasts have grown to be among the most watched programs on Australian television.

The sixteen team NRL Telstra Premiership is the closest elite sporting competition in the country and the Holden State of Origin series between New South Wales and Queensland is Australian sport's greatest rivalry.

In 2017, the NRL began a large scale project to build its own digital network to foster and support the game.

Key Takeaways

During the project launch, the NRL chose to work with Usabilla to give their fans a voice on the new digital network. The initial implementation included a feedback button on NRL.com as well as on each elite club's responsive website across the network.

Capturing the 'voice of the fan' has allowed the NRL to:

- Receive direct fan feedback on the digital network.
- Collect feedback from fans about all aspects of the organization, from errors in gameplay to the website experience.
- Help the digital team to amplify the voice of the fan across the organization.

The Challenge

During a fast-paced digital transformation, the NRL needed to find a way of gathering real-time feedback on the website updates, helping them understand what fans liked, disliked and needed.

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The implementation process was very easy and straightforward and Usabilla supported us very well throughout the process. They have been very proactive about sharing best practice and this has helped us maximise the value we get from the solution. It's helping to drive change within the organisation.

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JOHN EDWARDS

SENIOR PRODUCT MANAGER,
NRL

The solution

Usabilla's Voice of Customer solution enabled the NRL to continuously monitor incoming feedback from their initial launch up until today.

The feedback received through the feature has helped the product team prioritize the digital roadmap based on what their fans were telling them they wanted and needed.

The benefits of real-time user feedback have been numerous and included the ability to rapidly identify and quantify the impact of technical issues while accelerating their resolution.

Through Usabilla the entire development team can now actively follow post-release feedback to understand how each change is being perceived.

It has also helped the NRL gauge the performance of new functionality. Earlier this year as the network began live streaming rugby league matches, Usabilla campaigns were used to help the NRL understand their fan's experience and the quality of the stream they were watching in real time.

Usabilla has helped the NRL achieve:

- Faster time to issue resolution. "We recently experienced an issue with our video player. This was impacting a large proportion of our desktop users, and with the feedback we garnered through Usabilla's integration we were able to rapidly diagnose the problem as being caused by ad-blockers" **John Edwards, Senior Product Manager, NRL**
- Boost registrations for NRL Accounts by prompting non-logged in users to create an account through Usabilla. This was a custom integration that has proven to be very beneficial.
- Quick spotting of errors through direct fan feedback. "Our fans are often experts on the game, and they are quick to point out any errors or stats that are may not be correct on the website. Through Usabilla we are able to identify, verify, and apply changes quickly" **John Edwards, Senior Product Manager, NRL**

What's Next?

Usabilla has recently been implemented on the NRL's grassroots websites and app with further plans to roll it out across other digital products in the near future. This will ensure the NRL continues to receive feedback and measure their digital fan's satisfaction throughout their entire journey with the rugby league.

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I would highly recommend Usabilla for any digital team that struggles with getting user insights following releases. Usabilla has allowed us to put our fans at the heart of our digital development, and make everyone in the digital team a stakeholder in the insights we are gathering.

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JOHN EDWARDS

SENIOR PRODUCT MANAGER,
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