

# NISA (National Independent Soccer Association)

A reinvention of fan experience that immerses supporters in a Man of the Match live voting experience to boost fan engagement and feedback.



## CONTACT

John Prutch

Commissioner



## SOLUTION

QuestionPro CX

## OVERVIEW

To provide additional avenues for further fan engagement.

To collect feedback through NPS+ surveys and enhance the fan experience across all touchpoints.

We work with QuestionPro to better understand our rapidly-growing fan base. Ours is a league rooted in the community engagement of the clubs. We're always interested to hear what supporters and partners think about our league, and we'll be using the findings to help further improve and grow our league, clubs, players, and staff at all NISA levels.

**John Prutch**  
Commissioner of NISA

## Challenge

From the very beginning, the league had set the goal to win the hearts and minds of soccer fans and the communities they belong to.

NISA's key requirement was to find a solution that enabled them to gain insights on what the fans experience was throughout the whole touchpoints in their journey at a league level.

One of the best ways to get that feedback was to simply ask them through surveys, but they needed something a little more since they were an emerging professional league in the United States.

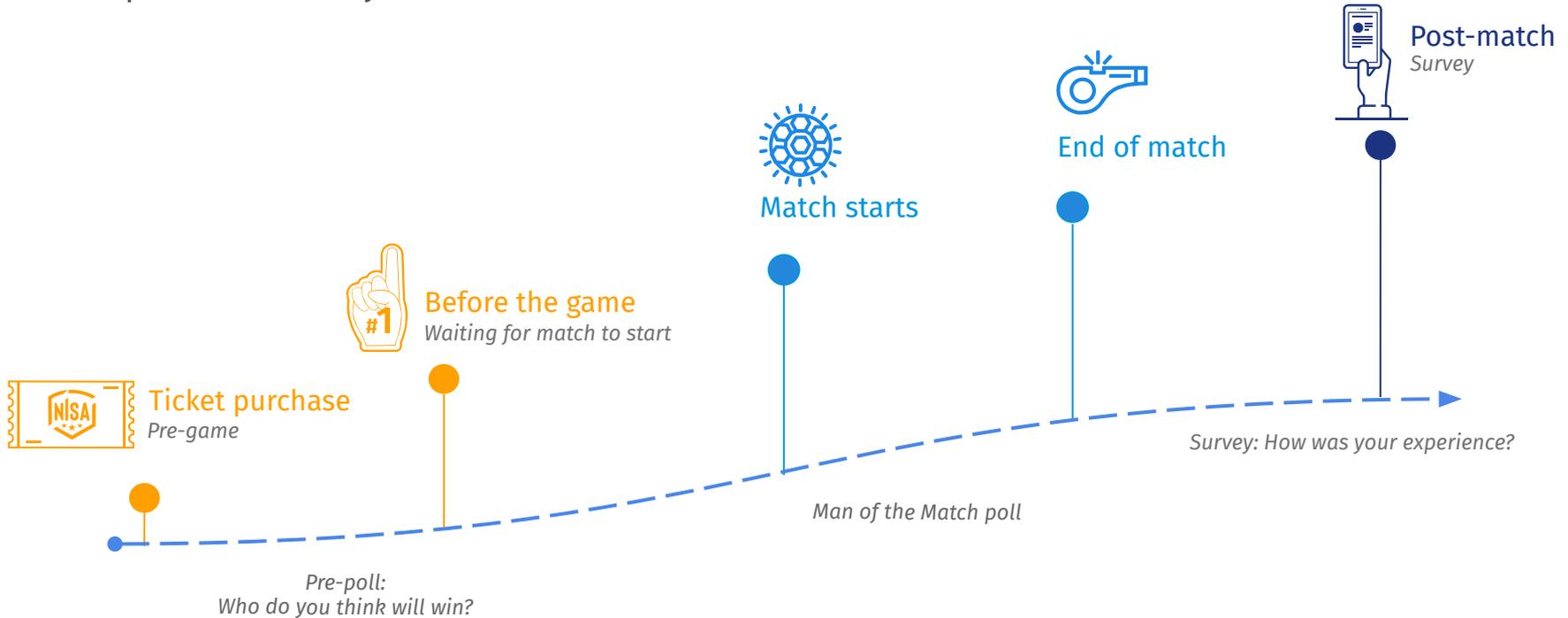
## Process and activation

NISA recognized the need to evolve its fans' customer experience to increase engagement in an emerging sports league. It needed to obtain an understanding of what fans and sponsors expect from the league to provide a better experience across the entire customer journey with the immediate challenge of identifying participants for this research beyond the fan that purchased the ticket (guests, home-based fan).

## Project outline

1. Briefing from NISA
2. Man of the Match ideation
3. Survey design and creation
3. Live survey distribution for in-stadium votes
4. Data cleansing
5. Reporting and analytics

# Fan Experience Journey



We started with the core of fan engagement by providing a unique live fan-voting experience that could be taken advantage of by both in-stadium and at-home viewers.

The initiative allowed making the fan more invested in the match while at the same time capturing contact information from viewers.

## About NISA

Established in 2017

Headquarters: Chicago, Illinois

- U.S. professional men's soccer league association
- Introduced NISA Nation, a league that provides amateur independent clubs with a groundbreaking path to professional status, ensuring the stability and sustainability of a truly open system.

<https://www.nisaofficial.com/>

## Overview

Traditionally selected by the broadcast team, with NISA's new online voting capability via QuestionPro, fans around the world are now able to cast their votes, giving players of both teams an equal opportunity for recognition.

The initiative also surveyed fans regarding their experience with the league and team leveraging QuestionPro's NPS+ question to assess NPS, root cause, and churn risk.

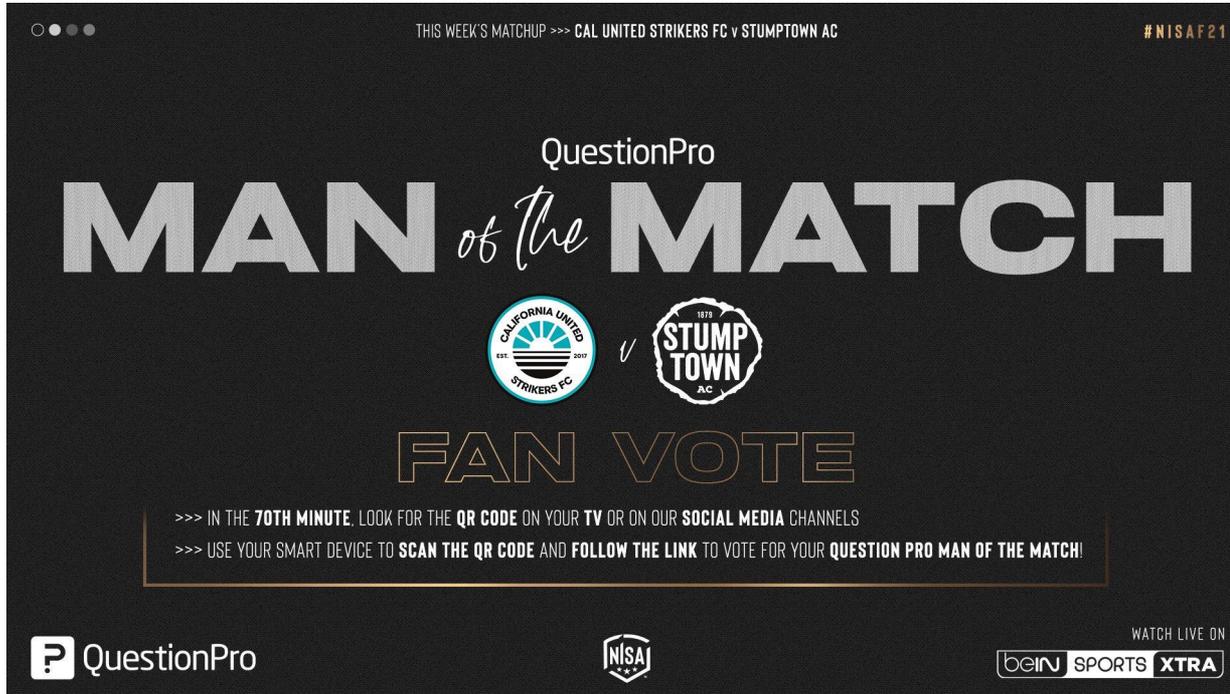
In addition, fans' comments were voted upon by other fans as a part of this feature allowing them to determine the actionable insights with one quick review of the open-ended data.

NISA and their teams are now gathering more insights from their fan experience to hear and provide what the fan wants at all stages of their journey of this emerging league.

## Key Takeaways:

- 36% of Fans are planning to attend more matches this upcoming season
- Fans have a desire for more engagement similar to live in-match polling
- Promoters commented positively on NISA's quality league matchups
- There are opportunities for additional sponsorships, specifically Automotive and Lending industries
- Noted improvement areas include "More options for Watching Matches" (streaming) and "Improve Team's stadiums"

## Man of the Match: Next level of Fan Engagement



THIS WEEK'S MATCHUP >>> CAL UNITED STRIKERS FC v STUMPTOWN AC #NISAF21

QuestionPro

# MAN *of the* MATCH

## FAN VOTE

>>> IN THE 70TH MINUTE. LOOK FOR THE QR CODE ON YOUR TV OR ON OUR SOCIAL MEDIA CHANNELS  
>>> USE YOUR SMART DEVICE TO **SCAN THE QR CODE** AND **FOLLOW THE LINK** TO VOTE FOR YOUR **QUESTION PRO MAN OF THE MATCH!**

QuestionPro  WATCH LIVE ON 



It's time to VOTE! Use your smartphone to scan the QR code to cast your vote for tonight's Man of the Match. [#NISAF21](#)



The league promoted the idea which included in venue, at home and through social media for the Man of the Match.

Fans would know within the broadcast if their favored player had won the Man of the Match as we were delivering real-time results to the broadcast team.

## Overview of QuestionPro CX:

- Customer Experience Management
- Global Panel (22 Million+)
- Consulting
- Sentiment analysis
- Promoter amplification
- Detractor recovery
- API Integration
- Closed-loop feedback
- Contactless surveys
- Advanced data analysis
- Shareable reports

## Learn more

<https://www.questionpro.com/cx/>



## Boost customer loyalty and drive revenue by empowering your team to resolve CX issues quickly and efficiently.

QuestionPro CX is the Customer Experience Management Platform that enables you to take full control of your customer's journey to make immediate business actions.

With dedicated CEM support for your CX initiatives, an extensive toolbox set, closed-loop feedback and many more key CX features, you can create strategies to continually meet the ever-evolving customer experience.

## About QuestionPro

QuestionPro is an Enterprise Feedback Management platform that has been developed continuously and closely in line with the requirements of our customers in the areas of experience management and market research for two decades now. With more than 4 million customers in over 100 countries, QuestionPro is one of the most used and popular survey and analysis solutions worldwide.

