



CASE STUDY

How a Leading Club Leveraged Technology to Elevate its Game Off the Field



The Challenge

Cincinnati Elite Football Club (CEFC) has been a leading club in the Cincinnati area for many years. The club's success has been driven by the club's strengths on the field, especially its coaching staff and its focus on the long-term development of all players. The result has been a strong track record with many teams competing successfully at the state and regional level, as well as individual players thriving in high school and also at colleges across the country.

Off the field, CEFC's club leadership felt that it could improve its technology. Having experience with multiple software platforms over the prior decade, CEFC researched numerous club management systems, seeking a complete solution for registration, administration, communications and marketing. A focus was to find a technology partner that could deliver a modern website and user experience—to match the level of quality on the field.

"The 'elite' in our club name is referring to our coaches. Our coaches are absolutely the best of the best and we were looking to expand our reach in the community. We're blessed to be in a hotbed for soccer, but the flipside is that the competition is strong. So, we need to always be improving; to be the best we can be on and off the field," said Alex Rawlings, Executive Director, CEFC.



The Solution

CEFC's new Sprocket Sports website is easy for parents, players, coaches and administrators to use. "We like the look and feel of the site. We're able to share our content easily and it reflects our brand," said Alex.

"We were looking for technology not only to build our brand but also to empower our coaches and improve administrative efficiencies. As an early client for Sprocket Sports, we've had the opportunity to provide direction on the technology and to collaborate

on features that work for us. Sprocket has made rapid progress in many areas and continues to listen to our ideas and deliver enhancements in response," said Alex.



The Result

The Sprocket Sports platform brings all the player, prospect, parent, coach and staff data into one centralized location, so club administrators can work cohesively, and club leaders have a transparent view into the state of the club. The website is modern and professional, and administration is streamlined and automated in multiple areas.



"Ultimately, we were looking for tools to grow our club and reach more players, and to continue to communicate well with our end users. Before Sprocket, we were doing really well ... and now we have tools in place to continue to scale and operate efficiently."

ALEX RAWLINGS

Executive Director, CEFC