



CASE STUDY

Chicagoland Club Leverages Technology to Focus on Player Development



The Challenge

FC Mirage Executive Director Igor Galijasevic, a veteran soccer coach and club director, didn't have enough hours in the day to support his players, parents and coaches the way he wanted to. As the club has grown, the administrative burdens—handling registrations, payments and communications, as well as building and updating their club website—were detracting from the big plans FC Mirage had for developing each and every player.



"We were looking for a solution to help run our club, but what we found is so much more; we found a partner we can rely on. Honestly, I feel that every club should be using an intelligent, complete system like Sprocket, because it gives us more time to focus on coaching and overall player development."

IGOR GALIJASEVIC
Executive Director, FC Mirage



The Solution

Not only was FC Mirage able to enhance its brand with Sprocket's public website design, but it immediately gained efficiencies with Sprocket Sport's simple registration module. "Once the site went live, I was able to relax without any issues. If parents had questions, they could connect directly with the Sprocket team," said Igor. "Sprocket re-built my entire website on their platform and made it look easy. I was able to concentrate my efforts on player development."

Another module FC Mirage uses is Player Progress. Before, the club administered player evaluations and feedback via paper forms, which were time-consuming and challenging to handle. Now, the process is streamlined, with a 2-way exchange of feedback and goals between coaches and players. "I appreciate that we can instantly look back at any point of a player's career. It's so much more accessible on the Sprocket platform," said Igor.

The "MVP" of solutions for FC Mirage, though, is the Dashboard. Before Sprocket, Igor didn't have a

consolidated, clear view into the financial health of the club. Now, in just one click, he sees the current status of the club and is able to make informed, confident decisions.



The Result

With bold marketing templates, the new website helps FC Mirage stay current and competitive against the "giants" out there. "I've used a variety of platforms to try and achieve my goals for the club, but having everything under one umbrella with Sprocket, has been a life saver," said Igor.

Registration is completely automated, and player evaluations have never been smoother. With Sprocket, feedback and player history are captured in one place—for a lifetime view of a customer—to track real progress over time.

"We look forward to our continued partnership with Sprocket Sports. They are caring, efficient, knowledgeable, a pleasure to work with, and most importantly, help bring to life my goals and vision for the club."