

Celebrating the Cricket Fever: BookMyShow's Game- Changing World Cup Ticketing Strategy

Introduction

- Significance of Cricket World Cup Ticketing:
 - The Cricket World Cup is one of the most anticipated sporting events globally, attracting millions of fans.
- BookMyShow's Role in Enriching Fan Experiences:
 - BookMyShow has a rich history of providing seamless ticketing solutions, becoming a go-to platform for entertainment enthusiasts.
- Objectives of the Strategic Plan:
 - The strategic plan aims to enhance the ticketing experience for Cricket World Cup matches, addressing customer concerns and elevating satisfaction.

Customer Feedback Analysis

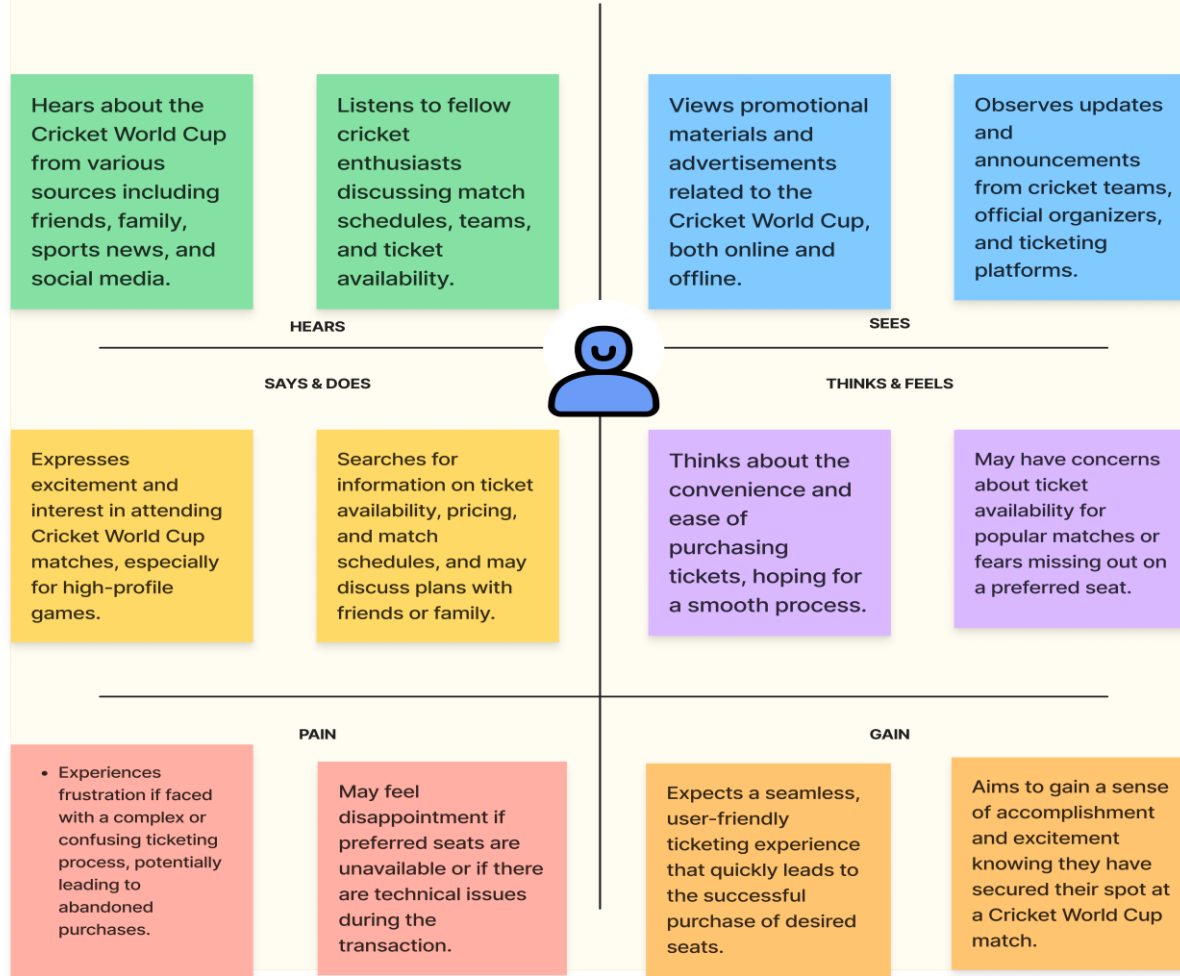


Gathering and Analyzing Customer Feedback:
Conducted surveys, reviews, and social media sentiment analysis to collect comprehensive feedback.

Identifying Pain Points and Concerns:
Common issues highlighted include UI/UX challenges, payment friction, and seat selection difficulties.

Prioritizing Customer-Driven Improvements:
Identified key pain points to inform the development and enhancement process, ensuring a customer-centric approach.

Empathy Map



Proposed Product Features

- UI/UX Enhancements for Seamless Navigation:
 - Streamlined interface with intuitive navigation, ensuring a user-friendly experience for ticket selection and purchase.
- Personalized Recommendations and Notifications:
 - Utilizing user data to provide tailored suggestions for matches, seating options, and special offers, enhancing the personal touch.
- Real-time Seat Availability and Selection:
 - Live updates on seat availability, enabling users to make informed decisions and select preferred seats in real time.

Secure and Easy Payment Integration:

1. Multiple payment options, including credit/debit cards, digital wallets, and UPI.
2. Encrypted transactions and secure payment gateways for user confidence.

In-app Messaging and Support:

1. Instant messaging for customer support and query resolution.
2. Clear communication channels for any ticketing-related concerns.

Exclusive Offers and Loyalty Rewards:

1. Special discounts, early access, or loyalty points for frequent users.
2. Partner with sponsors or cricket teams for exclusive promotions.

Integration with Social Media Platforms:

1. Seamless sharing options for users to invite friends or share their ticketing experience.
2. Social login for easy account creation and personalized recommendations.

Prioritization and Agile Approach



- Evaluating Solutions Based on Impact and Feasibility:
 - Solutions ranked based on their potential impact on user experience, technical feasibility, and resource availability.
- Agile Development for Flexibility and Efficiency:
 - Adopting an agile methodology to allow for iterative development, quick feedback loops, and timely adaptations.
- Milestones and Timeline for Implementation:
 - Outlining key milestones and a projected timeline for the development, testing, and deployment phases.

Go-to-Market Strategy

- Multi-Channel Marketing Campaigns:
 - Utilizing various channels like social media, email marketing, and partnerships to reach a wide audience of cricket enthusiasts.
- Collaborations with Cricket Influencers and Teams:
 - Partnering with cricket influencers and teams for endorsements and promotions to leverage their fan base.
- Targeted Outreach to Cricket Enthusiast Communities:
 - Engaging with online forums, fan clubs, and communities to create buzz and drive interest in the enhanced ticketing system.



Success Metrics and KPIs

CSAT Tracking:

- CSAT scores (1 to 5) from post-purchase surveys gauge customer satisfaction.
- A score of 4 or higher indicates satisfactory experience; lower scores trigger further investigation.

Conversion Rates & Sales Metrics:

- Conversion rates reveal user engagement and ticketing system effectiveness.
- Sales metrics track tickets sold, revenue, and purchasing trends, guiding marketing and UX improvements.

User Engagement & Retention:

- Metrics include time spent, interactions, and visit frequency.
- Retention analytics monitor return users for future purchases, informing strategies beyond the World Cup.

Next Steps and Q&A

Implementation Plan:

- Phases: design, development, testing, and deployment.
- Design: Wireframes, prototypes, UI/UX improvements.
- Development: Features integration.
- Testing: Rigorous functionality checks.
- Deployment: Gradual rollout for user ease.

Resource Allocation & Budget:

- Resources allocated as per project priorities: human, technological, financial.
- Budget covers development, marketing, and potential partnerships.

Q&A Session:

- Welcome questions, concerns, and feedback.
- Your input refines the strategic enhancement's execution