

Continual Service Improvement

Organization: Real Madrid Football Club

Step 1: Identify the organization's mission, vision, strategy, goals, and one area to improve.

Mission:

The mission of Real Madrid Football Club is to be the best football club in the world, consistently competing for and winning prestigious titles, fostering a sense of pride among its fans, and promoting football excellence.

Vision:

The vision of Real Madrid is to maintain its position as a global football powerhouse, inspiring athletes and fans worldwide, and serving as a symbol of excellence, sportsmanship, and dedication.

Strategy:

Real Madrid's strategy includes recruiting top talent, investing in youth development, expanding its global fanbase, and consistently participating in major competitions like La Liga, UEFA Champions League, and Copa del Rey.

Goals:

Some of the primary goals for Real Madrid may include winning domestic and international titles, maintaining a strong presence in the football world, and engaging with fans and sponsors.

Area to Improve:

One area to improve for Real Madrid could be fan engagement and satisfaction. Enhancing the overall fan experience and ensuring fan loyalty is crucial for the club's long-term success.

Step 2: Explain how an IT solution could help to improve fan engagement and satisfaction.

IT Solution:

Implementing a Customer Relationship Management (CRM) system can significantly enhance fan engagement and satisfaction. The CRM system will enable Real Madrid to manage and analyze fan interactions and data efficiently. It can help the club in personalized marketing, communication, and services to improve the overall fan experience.

Step 3: Define what should be measured.

Measurable Objectives:

Increase the number of registered fans on the Real Madrid official website and mobile app.

Improve the conversion rate of fans from casual website visitors to loyal members.

Increase fan engagement on social media and digital platforms.

Boost the attendance and participation in fan events and promotions.

Enhance fan satisfaction through feedback surveys and ratings.

Step 4: Identify the data that should be collected and explain why this data is useful.

Data to Collect:

Demographic information (age, location, gender) to tailor marketing efforts.

Website and app usage data to understand fan preferences and behavior.

Social media interactions and sentiment analysis to gauge engagement.

Attendance and participation data in events and promotions to measure fan involvement.

Fan feedback, ratings, and comments to assess satisfaction and identify areas for improvement.

Why Collect This Data:

Demographic information helps in personalizing fan interactions and marketing campaigns.

Website and app usage data provide insights into what content and features fans are most interested in.

Social media data allows Real Madrid to engage with fans on their preferred platforms and monitor the sentiment.

Attendance and participation data indicate the success of fan events and promotions.

Feedback and ratings help in understanding fan satisfaction levels and areas needing attention for improvement.

Conclusions:

The CSI 7 steps offer a structured approach to help Real Madrid Football Club enhance its operations and fan engagement. By identifying its mission, vision, strategy, and goals, the club can maintain a clear focus on its objectives. Identifying the area to improve, such as fan engagement and satisfaction, allows Real Madrid to pinpoint areas for growth. Implementing an IT solution like a CRM system can streamline data collection and analysis, facilitating personalized fan interactions. Defining measurable objectives and collecting relevant data enables the club to make informed decisions to improve the fan experience. In summary, the CSI 7 steps provide Real Madrid with a systematic framework to achieve its mission and vision while continuously enhancing its relationship with fans and overall performance.

Video:

<https://youtu.be/i6K-l3tfxWQ>