



E-book

# Identity: the heart of amazing fan experiences



okta

aws

## Engaging fans on match day and beyond

Going to a sports game is an electrifying experience. At the same time, the excitement of being a fan extends beyond just match day – it's the whole package of following your team, tracking rankings and statistics, interacting with other supporters, and planning your next visit.

Cultivating loyalty is key to unlocking opportunities and driving revenue. It's why successful sports organisations keep supporters continually engaged between matches, by providing compelling, personalised services across online and offline channels. The more seamless these experiences, the more likely fans are to stay connected and, crucially, trust you with their valuable data. And it starts with a modern approach to Identity.

# 700,000

customer identities migrated in 4 months by the Royal Belgian Football Association, with the help of Okta.

# 1

login portal consolidating 12 applications, allowing fans to access all they need in one place.

## Why Identity matters

Identity is the foundation of your digital experience. It controls access to your applications, streamlines users' login process, and captures valuable information about their preferences and habits.

The challenge? Many companies are held back by legacy, homegrown Identity solutions. Users' data is fragmented in siloes, creating a management headache for IT and preventing you from building a clear picture of your users' behaviour. Clunky and disconnected online interactions are also a prime reason for users abandoning your app.

The solution is a modern platform that centralises Identity data to give you a single view of fan activity. This simplifies management, enables personalised interactions and protects users' personal data from breaches, helping to increase loyalty and trust.



# 3 ways Identity drives exceptional fan experiences

## 64%

of consumers say they prefer to buy from companies that tailor their experience to their wants and needs. <sup>1</sup>

### 1. Personalised services

Centralising Identities provides you with a single source of truth for every fan – and that's crucial for delivering the personalised services they want. By integrating Identity data with your CRM and marketing tools, you can tailor communications, content and recommendations more effectively to their interests: for example, by giving discounts on merchandise for frequent visitors. With unified Identity, fans enjoy a consistent experience across all channels – no more disjointed messaging and impersonal interactions. Ultimately, these tailored experiences will pay off in increased loyalty and conversions.

### 2. New revenue streams

Personalised services open up rich opportunities for new revenue streams. Now, your customers are presented with inviting offers, tailored to their tastes – making them more likely to purchase. They can login and check out with ease, reducing the risk of abandoned baskets. With a unified platform, you can unlock new subscription-based models offering exclusive content and memberships. And you can target advertising campaigns more precisely, improving the ROI of your marketing investments.

### 3. Enhanced security and compliance

A modern Identity platform offers tools to manage and protect fans' data, ensuring you comply with privacy regulations and protect users from data breaches and identity theft.

For instance, Single Sign On reduces the risk of multiple passwords, while providing a more user-friendly experience. Data encryption safeguards sensitive information such as supporters' financial details. And centralised user management helps you comply with GDPR requirements by simplifying the way permissions are requested, stored and managed.

These features help assure fans their personal data is safe, making them more likely to engage with your digital offerings and share their data for further personalised experiences.

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[1] [2024 Statista survey](#)





## Royal Belgian Football Association transforms its digital experience for every fan

The Royal Belgian Football Association wanted to consolidate its applications for fans, players, trainers and other stakeholders, allowing users to access everything in one place. With Okta it created a single login portal consolidating 12 apps, migrating 700,000 identities in less than 4 weeks. Today, instead of managing multiple accounts, fans sign into the E-Kickoff portal to gain access to all RBFA platforms and solutions and view personalised recommendations. The new 360-degree view of the customer opens up new revenue streams: what was once a one-size-fits-all experience now invites campaigns that are tailored to match individual user profiles across the RBFA application portfolio.

[Read the story](#)

## Conclusion: personalisation pays

Customer experience is a critical differentiator for sports organisations, just as it is for any business. Keeping fans engaged between matches is vital to building loyalty and generating revenues that you can reinvest in the fan experience.

Key to this is giving fans a compelling reason to come back to your digital properties, time and again. Supporters want easy access to attractive content and services, confidence that their data is safe, and consistent services across all your channels – an experience only achievable with a unified Identity platform.

“By making football more personal with a fan experience that’s hyper personalised across applications and touchpoints, we’re making the community even more engaged. In tournaments to come, a more engaged fan base could make a deciding difference.”

Koen Landsheere, IT Manager, RBFA



## Ready to supercharge your fan experience?

Okta's Customer Identity boosts sports organisations' growth and revenue by enhancing fan engagement, delivering personalised experiences, and streamlining digital interactions while keeping data secure. To learn more about how it can help shape the future of your supporter experiences, get in touch.



### About Okta

Okta is the World's Identity Company. As the leading independent Identity partner, we free everyone to safely use any technology — anywhere, on any device or app. The most trusted brands trust Okta to enable secure access, authentication, and automation. With flexibility and neutrality at the core of our Okta Workforce Identity and Customer Identity Clouds, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and more than 7,000 pre-built integrations. We're building a world where Identity belongs to you. Learn more at [okta.com](https://okta.com)

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