

UC Business School



VOLLEYBALL NEW ZEALAND
POIREWA AOTEAROA



Introducing a research project looking at a Customer Relationship Management solution for Volleyball in New Zealand

Who?

Hi, my name is George Williams, and I am a coach, player, and administrator of volleyball, in Christchurch. I'm also completing an MBA at the University of Canterbury

What?

As part of the MBA program, I'm undertaking a research project which will look at how a good customer relationship management (CRM) system could help the people delivering volleyball in New Zealand, and what needs to happen to implement it successfully.

How?

I will be conducting surveys and interviews to find out how people are working, what are the main "pain-points" in their work and what would "better" look like for volleyball.

Why?

A good CRM system can make life easier for those working in volleyball; it can improve the player experience and increase funding for the game, as well as many other benefits.

When?

Surveys and interviews will be conducted January and February 2024 with possible follow up interviews in March.

As a first step, a select number of regional associations will be contacted to take part in the initial interviews.

For more information, see the executive summary below, or contact George Williams on 0272259220/gwi59@uclive.ac.nz

Executive Summary

Volleyball New Zealand (VNZ) is actively pursuing enhancements in its organizational capabilities to optimize game delivery. As part of this direction, VNZ has identified an imperative for a comprehensive volleyball database system.

In accordance with its latest digital strategy, VNZ seeks to address the existing assortment of manual and digital systems currently in use for participant and competition management. This current way of working presents inefficiencies at best and can be dysfunctional and counterproductive at worst.

The imperative for this database reflects the international literature, which argues it is essential for not-for-profit organizations (such as VNZ) to digitalise their processes. While it is recognised that implementing such changes involves risks, the anticipated long-term benefits are deemed highly valuable. Crucial to negating such risks and ensuring return on investment is thorough preparation as well as planning and management, especially around implementation and expectations. Also critical is a thorough understanding of the needs and capabilities of the people within the organisation. It is paramount to ensure that the selected technology aligns well with the work they need to do and how they are able to do it.

The research outlined here will respond to VNZ's digitalisation imperative while addressing the risks identified in the literature. The research will be undertaken in two phases.

1. The first phase will seek to understand the key tasks required to deliver volleyball throughout the country, the technological skills and knowledge of the people doing the delivering, and how they could benefit from an automated and integrated system.
2. The second phase will involve assessing the main CRM systems currently available to sports in New Zealand. This will involve interviews with providers as well as the sports who use their systems.

The final output of the project will be to recommend key CRM features that best match the needs of volleyball and its people based on their current digital readiness. It will also contain guidelines for how to undertake the implementation: what will be required from everyone involved and what can be expected from the system.