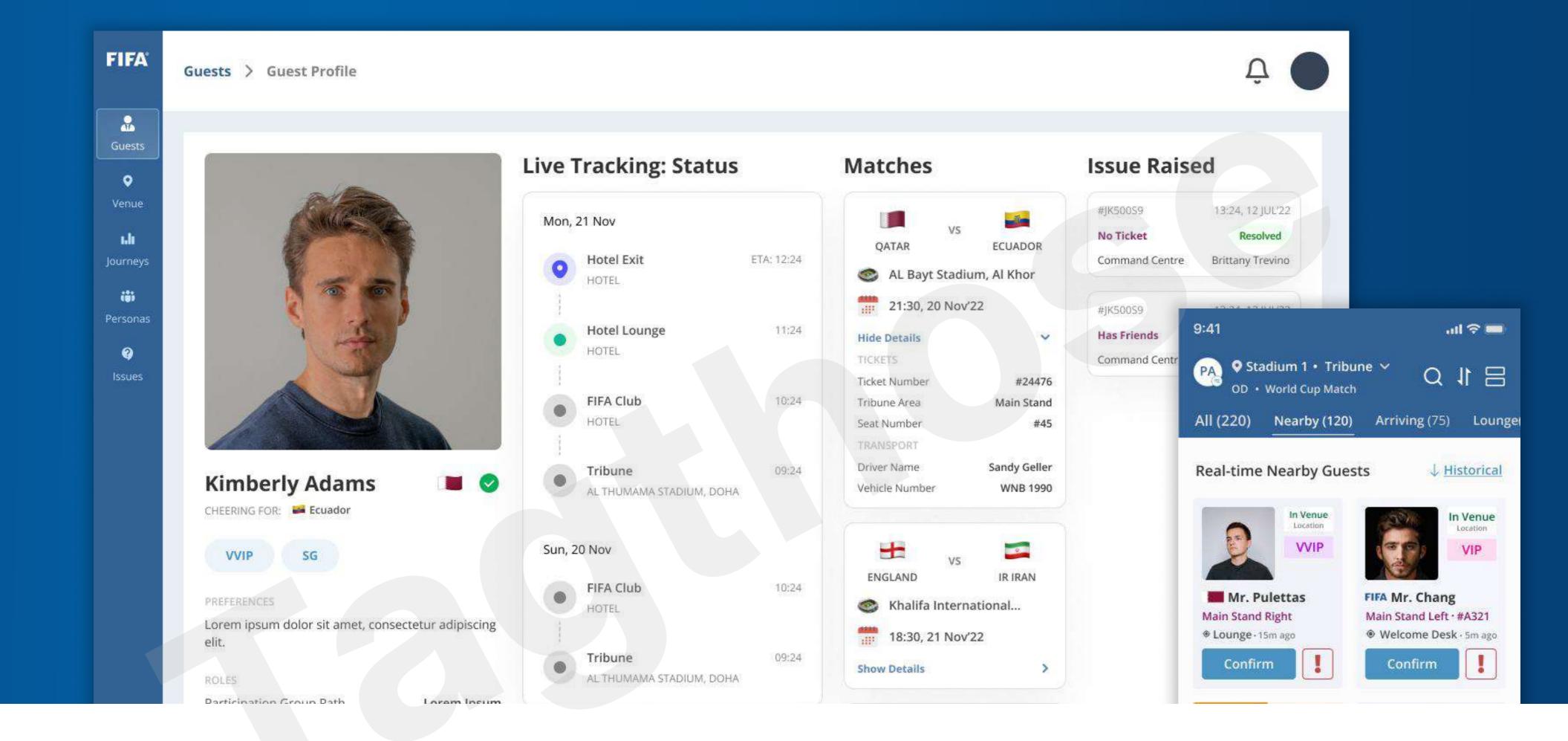
Guest Management SaaS Case Study by tagthose

"Empower Your VIP Experience: Effortless Management for Exceptional Events"



Introducing FIFA

In the fast-paced world of international sports events, managing VIP attendees is a critical task that requires precision, efficiency, and exceptional organization. To address this need, we developed a bespoke VIP Guest Management App tailored specifically for FIFA events. This case study delves into the design process, challenges faced, and the solutions provided to create a seamless experience for VIPs attending FIFA events.

Understanding the Problem

FIFA events attract a multitude of VIP attendees, including dignitaries, sponsors, and celebrities, each with unique needs and expectations.

Managing VIP guests at large-scale events like FIFA tournaments involves complex logistics and coordination. Event managers often face challenges in efficiently handling VIP requests, ensuring seamless communication, and providing personalized experiences.

Our Users

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Ms. Faye Anderson



Event Coordinator Experience: 10+ years Age: 35 years

Goals (Prioritized)

- 1. Ensure smooth execution of FIFA tournaments for VIP guests.
- 2. Streamline event management processes to minimize manual tasks.
- 3. Enhance the overall VIP guest experience through personalized service.
- 4. Implement efficient communication channels for real-time updates.
- 5. Optimize resource allocation to maximize event success.

Frustrations

- 1. Time-consuming manual management of VIP guest requests.
- 2. Inadequate communication tools for updating staff members in real-time.
- 3. Balancing multiple tasks and responsibilities during peak event periods.
- 4. Unexpected changes in VIP guest preferences or requirements.
- 5. Limited access to relevant data and insights for decision-making.

Event Management Staff



Event Coordinator Experience: 10+ years Age: 35 years

Goals (Prioritized)

- 1. Provide exceptional service to VIP guests, exceeding their expectations.
- 2. Execute assigned tasks efficiently to contribute to event success.
- 3. Ensure VIP guest satisfaction by addressing their needs promptly.
- 4. Adapt quickly to changing circumstances or guest requests.
- 5. Contribute innovative ideas for improving event operations.

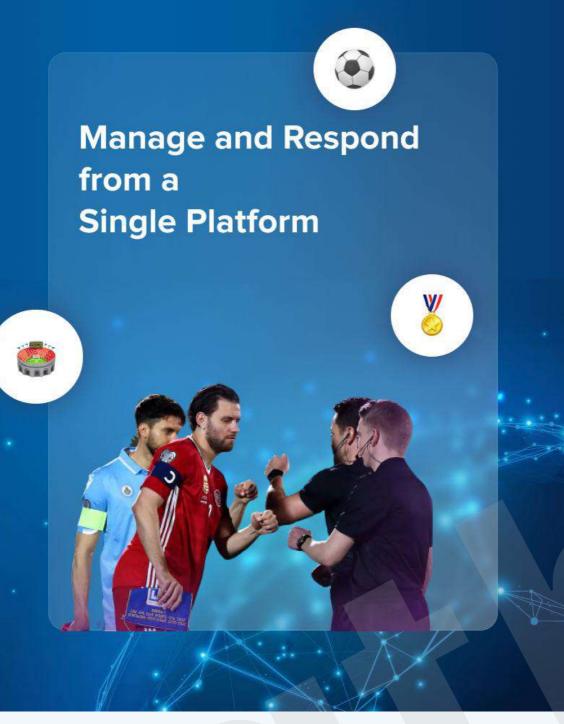
Frustrations

- 1. Unclear communication or instructions from event managers.
- 2. Limited resources or support for resolving guest inquiries or issues.
- 3. Long hours and demanding work schedules during event periods.
- 4. Inefficient systems or processes hindering task completion.
- 5. Managing sudden changes to guests schedule or requirements.

The Product- Guest Management App

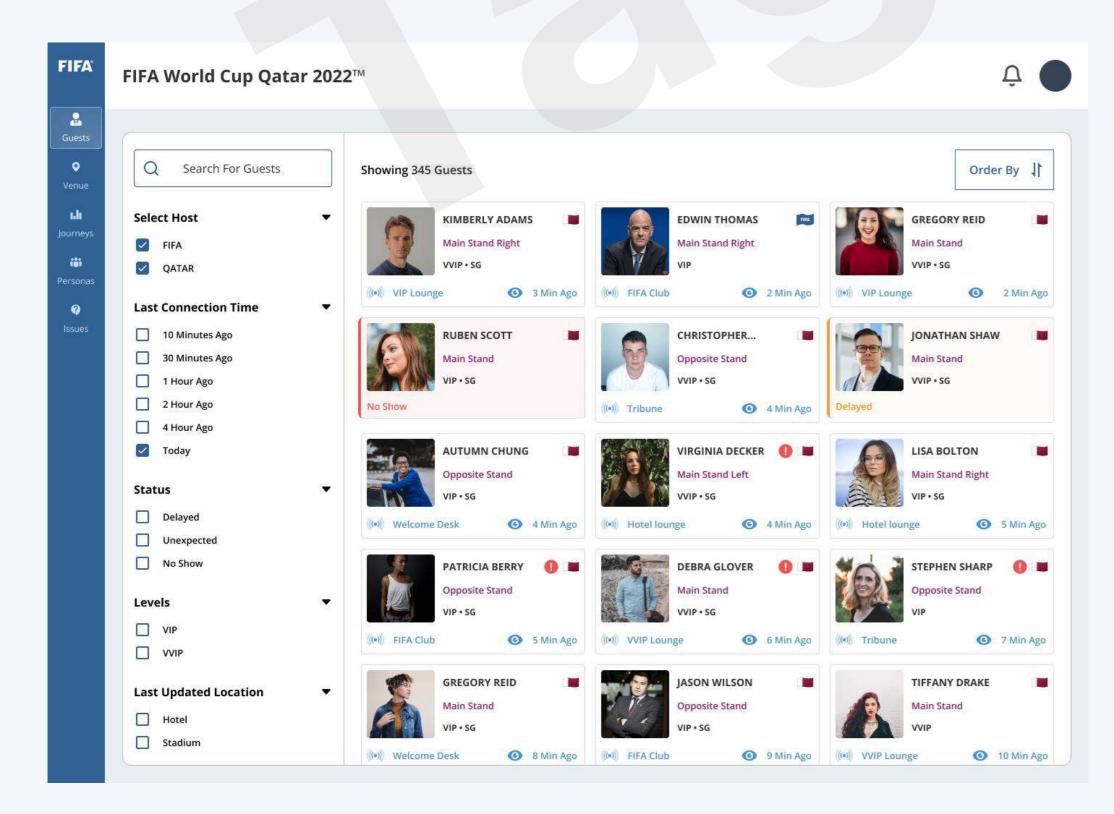
FIFA[®]

Login 👋 Delivering VIP journeys for everyone. Sign in with microsof Email Password Forget Password? Login @2020 FIFA All Right Researved



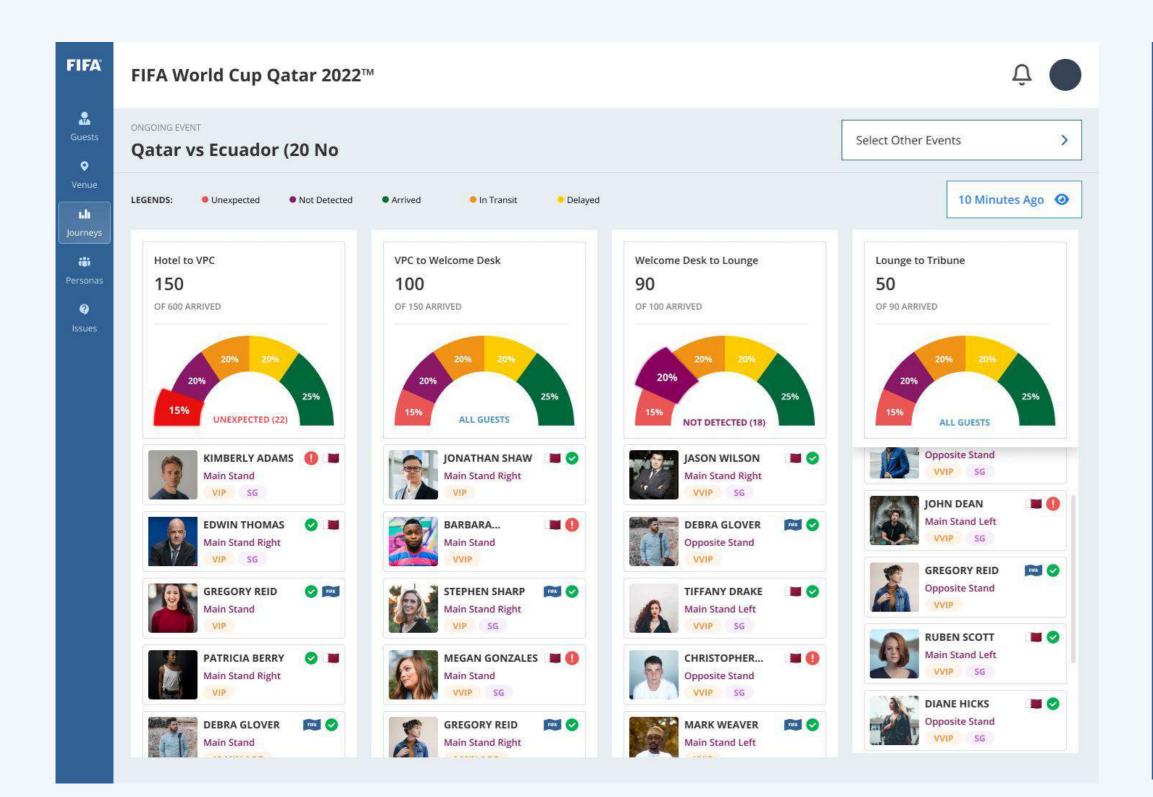
SignUp/ Login

Simplify the VIP management process by having a system to improve communication among all staff members and organizers.



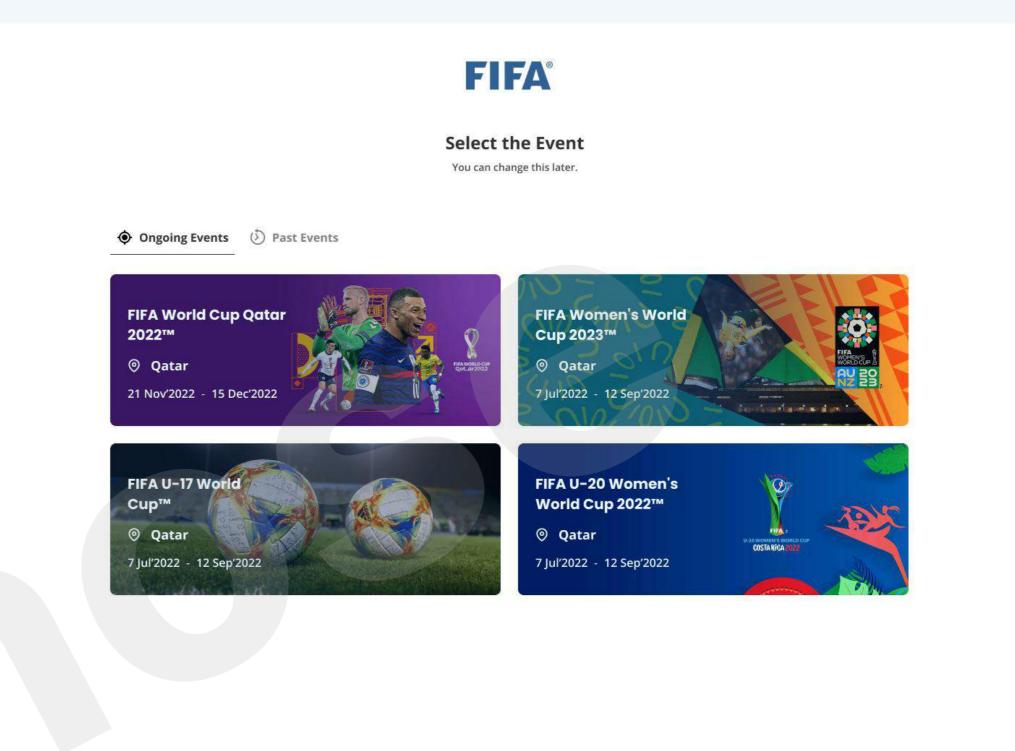
VIP Dashboard

Keep track of all VIP's status and needs at the event by simply going through the dashboard. You can track location, identify emergency, check for attendance and more to provide personalized service to each.



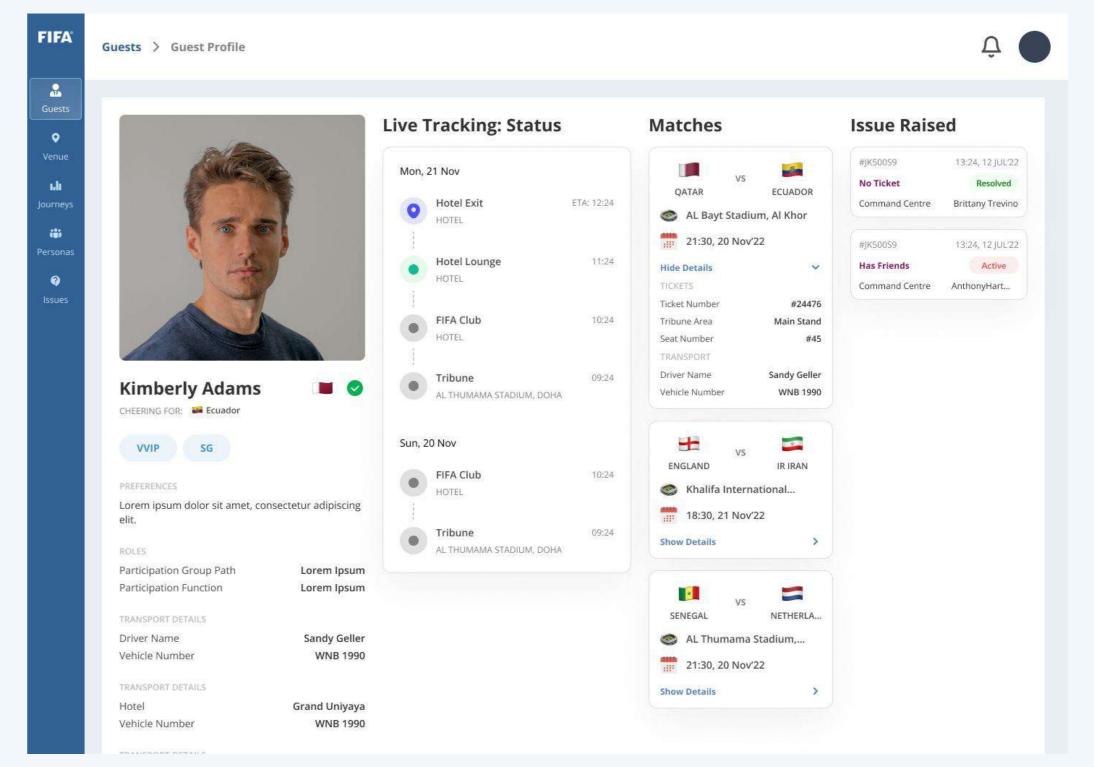
Insights

Manage journeys of all VIP's who are scheduled to arrive. Check all guests expected, unexpected, and other categories to know how to deal with each one. Have a seamless experience for the guest from hotel entry to event end.



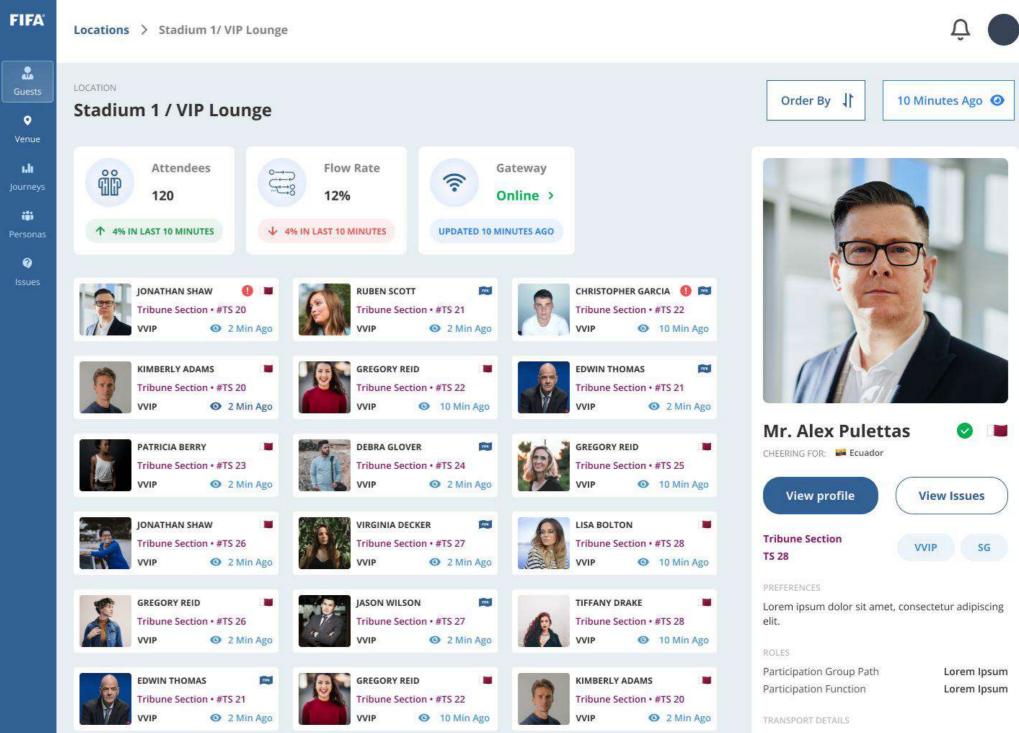
Selecting Event

Considering there are multiple events, you can select which event's VIP logistics you want to handle.



Guest Profile

For more details on a particular guest, simply open their profile and all relevant information will be displayed. From location updates, to which match the VIP's attending now and in the future, what kind of complaints they have and had in the past and more.

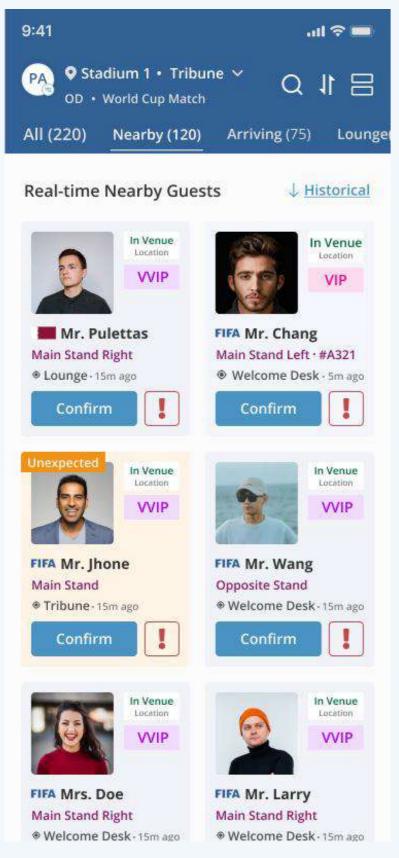


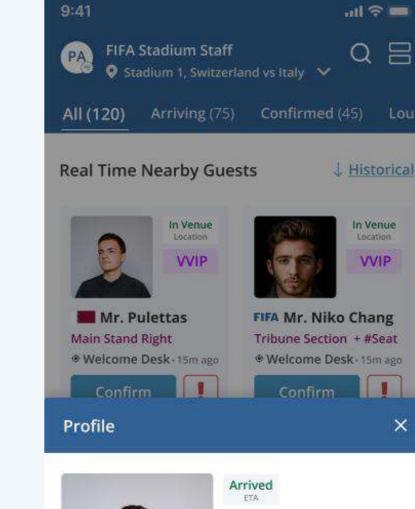
Guest based on Location

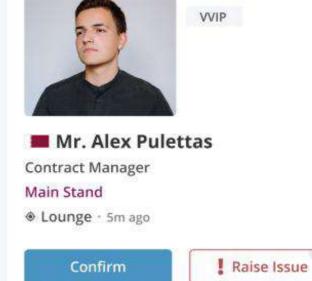
Keep a track of all VIP's based on their locations in the event. Plan logistics so that everyone is catered asap by placing staff at relevant positions

The Product- Guest Management App

Steward





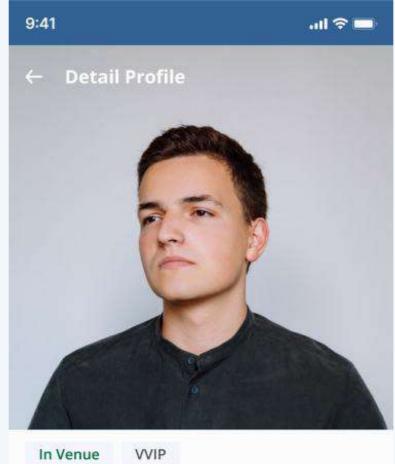


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FIFA Stadium Staff

🧕 Stadium 1, Switzerland vs Italy 🗸 🗸

Pop-up Profile Details Quickly perform necessary actions or raise issues for VIP's





Profile Details Get real time updates on the status and details of the VIP, to help personalize their service



Quickly address any issues and convey it with the rest of the staff in relation to guests

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Notifications

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Get updates on all guest statues or issues raised by any other staff/ coordinator

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Coordinator

Guest Listing

coming and more..

See a similar screen with details

of status of guests, who is

Guest Listing

Get updates based on their

status seamlessly on all devices

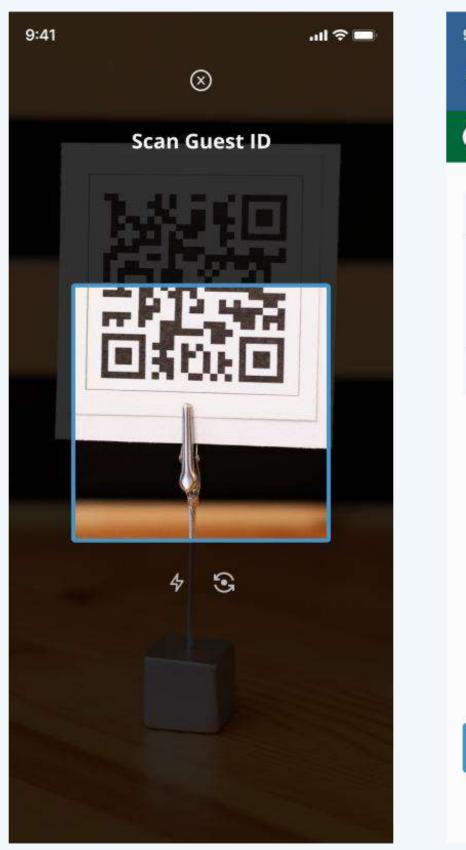
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Image: OD · FIFA World Cup N	
Arriving (75) Lounge(10)	Tribune(10) Late(6)
-05m ETA VVIP	-07m ETA VVIP
FIFA Mr. David Tribune Section + #Seat Welcome Desk • 15m ago Confirm	Mr. Rheigns Tribune Section + #Seat Welcome Desk - 15m ago Confirm
-20m ETA VVIP	No Show ETA VVIP
Mrs. Chloe	FIFA Mr. Messi
Tribune Section + #Seat	Tribune Section + #Seat
Confirm	Confirm
No Show ETA VVIP	-12m ETA VVIP
FIFA Mr. Jhon	FIFA Mr. Backham
Tribune Section + #Seat	Tribune Section + #Seat Welcome Desk · 15m ago
Confirm	Confirm

! Raise Issue X Mr. Pulettas **Tribune Stand** Issue * No Ticket for the companion guest and space in the tribune stand. #No Pass #Has Friend #No Ticket Concerned Authority* Coordinator X Command Centre X V V Protocol Officer \checkmark Coordinator **Command Centre** \checkmark Volunteer Volunteer Raise Issue

QE

Raise Issues

Quickly address any issues and convey it with the rest of the staff in relation to guests



Scanning ID

Manage and control guest access to the event by checking their ID quickly



Assign Tags

Assign a unique tag to each guest to keep track of and personalize their experience



Check all guest tag history to find anyone relevant

Rest is under NDA