Generative AI meets text analysis for a quant and qual understanding of rugby players' attitudes

England Rugby

Data driven insights strategy Fan surveys

Online player experience panel

Caplena

Text analytics Storytelling Review analysis

Topic discovery Driver analysis

Presenters

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Agenda 🏉

Generative AI meets text analysis for a quant and qual understanding of rugby players' attitudes

1. **Research** Approach
2. New **Sources** of Feedback
3. **Generative AI** use case
4. **Results** & Challenges

The England Rugby Strategy: Data & Insights

UNDERSTAND

BUILD A DEEP UNDERSTANDING OF PLAYERS, VOLUNTEERS & FANS TO SHAPE THE FUTURE OF THE GAME

CONNECT

CONNECT WITH AND GROW THE RUGBY COMMUNITY AND CREATE EXCEPTIONAL EXPERIENCES

England Rugby's in-house approach

UNITING THE ORGANISATION

Improve collaboration and **intelligence sharing** between departments

CONSISTENT QUALITY

Consistent data sources, measures and people

EFFICIENCIES OF SCALE

Share insights **platforms** across departments

England Rugby's insights suppliers

PLATFORMS	DATA	CONSULTANCY
• Enabling **automation** • Inviting **innovation** • **Flexible** licenses • Always **available**	• Consistent, comparable datapoints • Year-on-year trends	• Market knowledge • Technical expertise • Easing bottlenecks • Independent perspectives

Becoming enablers & consultants

Insights Team

Product / Marketing / Sales / ... team

Question

Study Design

Iteration

Study Execution

PPT Report

Traditional mode

Source Exploration

Iteration

Collection & Analysis (continuous)

Question

Consulting

Self-Service Tools

Answer

Enabler & consultant mode
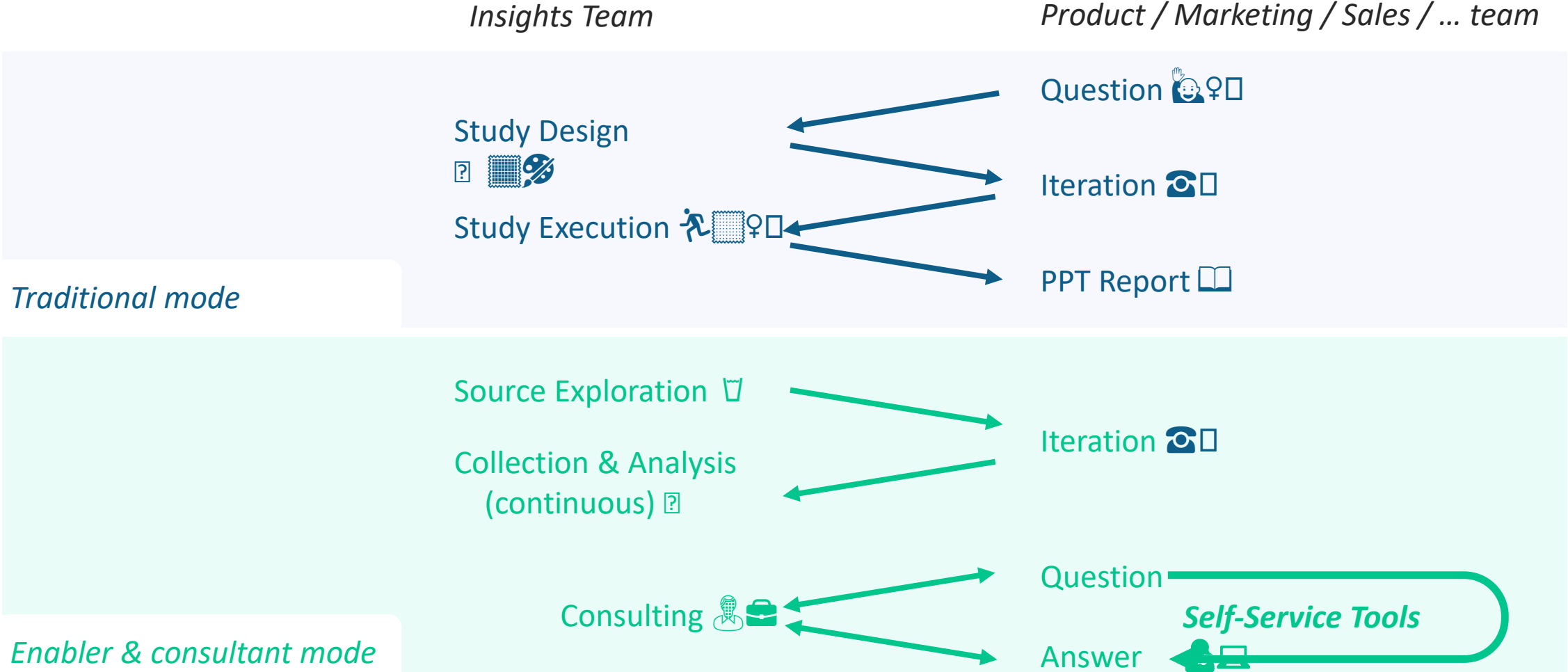
3. New **Sources** of Feedback

#1

BEHAVIOUR

**Player registrations
Match completions
Player Appearances**
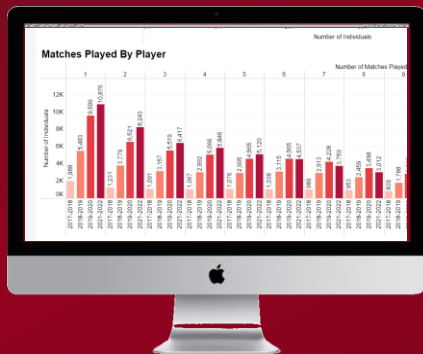
*"1,300 more players have only played
a single match so far this season"*

#2

ATTITUDES
AT SCALE

NATIONAL RUGBY SURVEY
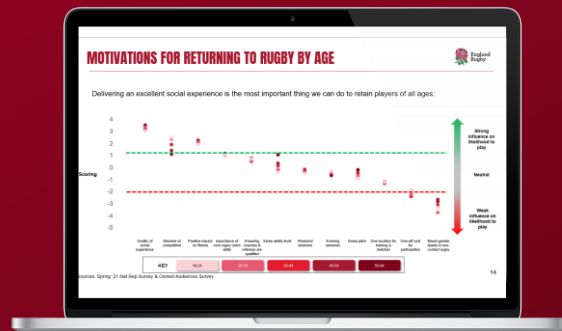
*"A quality social experience was the
top-ranked influence on play among all
age-groups"*

#3

ATTITUDES
AT DEPTH

PLAYER PANEL

*"One of the most common things we see below 1st
team level is teams not having a full front row. The
adapted laws that we played in the summer would be a
solution to this problem. Mauls wouldn't have to be
removed but replacing a scrum with a free kick would
probably get more games on each weekend."*

- Andrew, front row, lower XV, infrequent male player

Using insights to improve player experiences

MATCH TRACKING	SURVEY	PANEL	PILOT

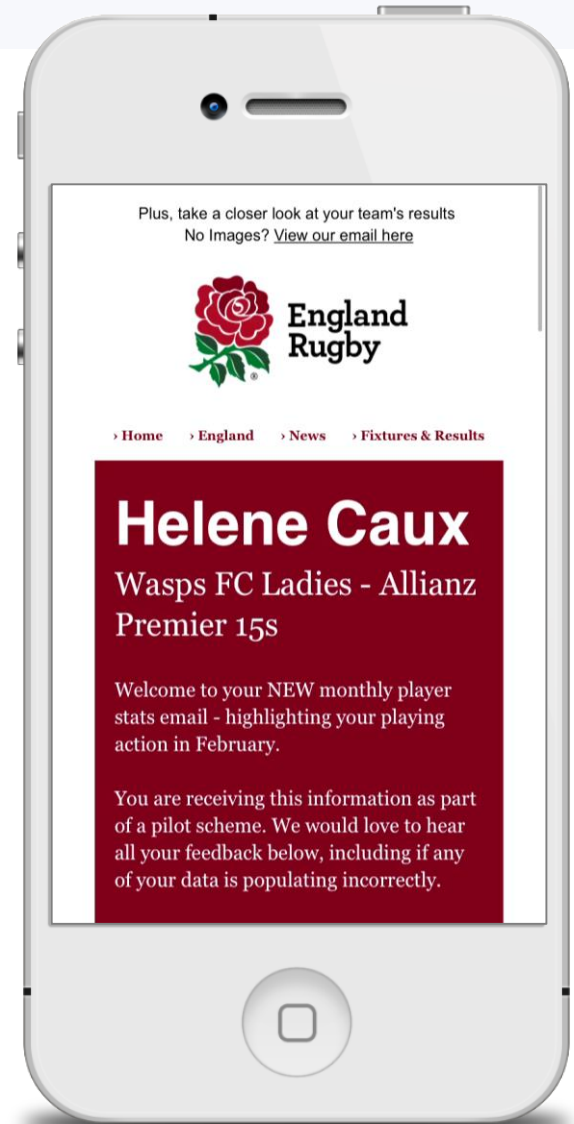Review of player & matches data

Quantitative survey of 3,000 current players

Week of qualitative research with infrequent players

Pilot CRM campaign to 5,000 players
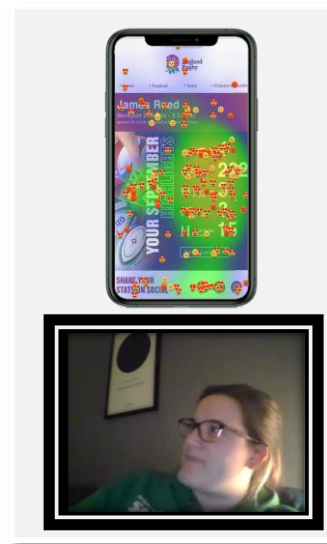
*Really cool to see my month and season's stats broken down. Also, **makes me want to play more in the coming games***

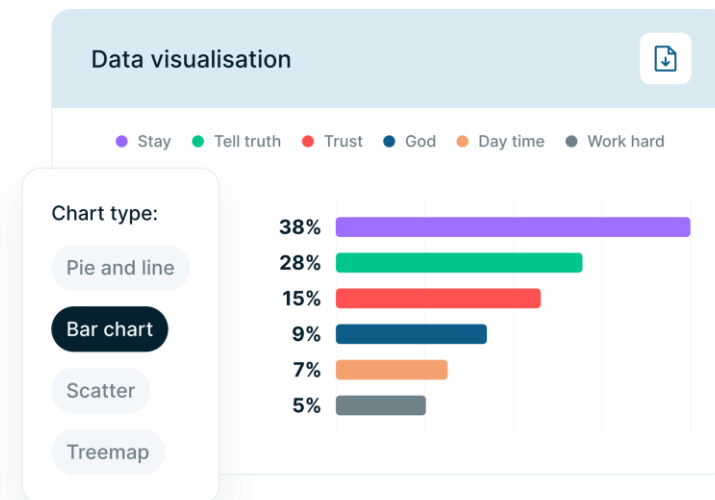# 3. Storytelling & **Analytics**

Structured analysis of open-ended feedback

C

1 **Discover & Refine**

2 **Auto-tag & Fine-Tune**

3 **Visualize, Analyze & Share**

Codebook generator settings

Number of categories

Min ———————————●——— Max

Number of codes

Min ———————●————————— Max

Plan

Phone ×   Product offers ×
Plan negative ×   Loyality ×
+

⠿ Customer service   ● ⋯

Good support ×   Bad support ×   Efficient ×
Unfriendly ×   Incopetent ×
+

Comments: 830   +

It's ok in general. Just not the best prices.

Overall: Indifferent ×   Pricing: Expensive ×

+

The network coverage and service are great but they're just way too expensive compared to other carriers.

Network: Positive ×   Pricing: Expensive ×

+

Data visualisation

● Stay ● Tell truth ● Trust ● God ● Day time ● Work hard

Chart type:

Pie and line

Bar chart

Scatter

Treemap

38%
28%
15%
9%
7%
5%

Elevating open-end analysis

Problems with traditional analysis

- Loses detail by aggregation
- Can be rather static
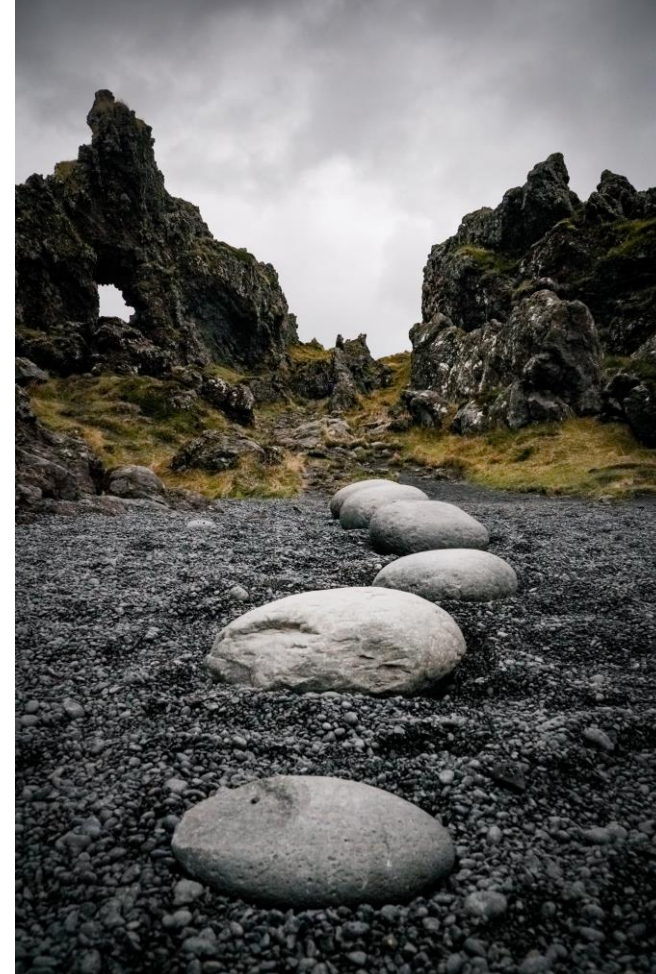
Generative AI for context and detail

Embedded in fully dynamic Dashboards
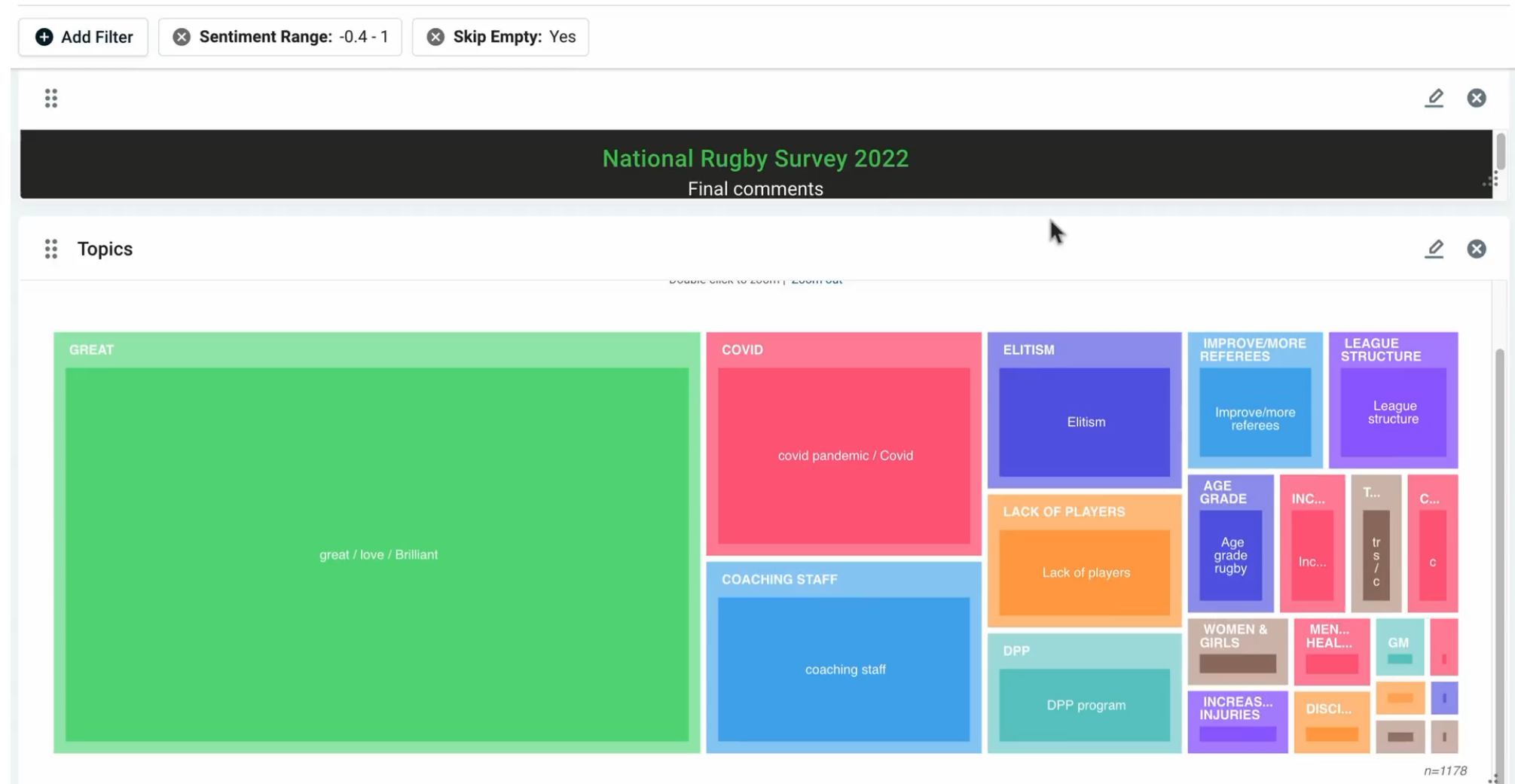
4. **Results** & Challenges

Campaigns influenced by insights

- Recent work on the factors influencing player enjoyment have driven two campaigns on the social benefits of rugby:

Next challenges for England Rugby Insights

- **Comfort** around data

- Managing **analysis paralysis**

- More stakeholder involvement in research

QA

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